

EXPERIENCE

BRANDING AND COMMUNICATION EXECUTIVE, OZONE OVERSEAS (May 2022 – Present)

- Led influencer marketing, collaborated with top creators from different segments, curated tons of social media content to increase brand awareness and recall.
- Led the end-to-end development of marketing and business collaterals, content and design creation for catalogs, leaflets, packaging, flyers, and emailer designs.
- Conceptualized and supervised product shots and video content like product use case videos and testimonial series to design various internal and external communications.
- Managed month-on-month social media calendar, collaborated with agencies to successfully develop various campaigns to boost engagement.
- Coordinated the opening of influencer cum ozone experience centers, ensuring branding efforts and influencer content curation.
- Implemented customer service processes and successfully converted Experience Center walk-ins into potential customers.

INTERNSHIPS

INTERN, ERNST & YOUNG (EY) (Jan 2022 – Feb 2022)

- Worked on end-to-end requirement
- Scouted and Sourced candidates from different job portals

HR & SOCIAL MEDIA INTERN, GREEN-TREE ADVISORY (Oct 2021 – Nov 2021)

- Assisted the HR department with variety of tasks
- Managed and created posts for social media platforms

MARKETING INTERN, EDGENUS (April 2021 – Sept 2021)

- Worked as a social media manager, created content, worked on collaborations, business development collaterals, designing, market research and content writing projects

MARKETING INTERN, FOLLY.PVT.LTD (Nov 2020- Dec 2020)

- Developed content for social media and managed Facebook business pages

EDUCATION

BBA (Marketing) (2019-2022)	Delhi Technological University, East Campus	8.0 cgpa
CBSE CLASS XII (2019)	Happy Home Public School	9.9 cgpa
CBSE CLASS X (2017)	Jain Bharti Public School	8.8 cgpa

CERTIFICATIONS

- Completed The Fundamentals of Digital Marketing from Google Digital Unlocked
- Completed Fundamentals of Accounting course from Corporate Finance Institute

SKILLS

TECHNICAL

- Knowledge of basic graphics and video editing software's like Canva.
- **Social Media Marketing, Influencer Marketing, Creative writing, Content Development, Event Planning**

SOFT

- Creative Thinking, Managerial skill, Analytical Thinking, Communication Skills, Content Creation, Time-management, adaptable, problem-solving, Fast Learner