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| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Avneen Kaur** | | | | | | **Career Objective** | | | | | | To pursue a highly rewarding career, seeking for a job in challenging and healthy work environment where I can utilize my skills and knowledge efficiently for organizational growth. | | | | | |  | | | | | | **Career Synopsis** | | | | | | * Gained knowledge in various aspects of Advertising and Digital Marketing * Adaptive & self-driven individual with solution driven approach | | | | | |  | | | | | | **Professional Learning** | | | | | | **Digital Marketing** | | | | | | Client Servicing | | Team Management | | Social Media Marketing | |  | |  | |  | | **Work Experience** | | | | | | **Company Name** | **Kinnect, Gurugram** | | | | | **Designation (Dept.)** | **Account Manager** | | | | | **Duration** | **From: May 2019** | | **To: Present** | | | **Key Clientele/Projects** | Club Vistara, Amazon Alexa, Centrum | | | | | **Key Responsibility Areas** | * Building strong and long-term relationships with clients. * Coordinating with internal cross-functional teams such as creative, design, web, influencer, production, and ensuring timely delivery of tasks for each brand. * Optimizing campaigns, reviewing reports, and making suggestions for improved performance. * Creating new opportunities and upsells for brands. * Managing cashflow & ensuring timely billing to clients.   **Key Highlights:**  Managed a Live Influencer Activity: **#FridaysWithAlexa.**  *With 18 Top Celebrities like* ***Kriti Sanon & Niharika NM****, surpassed brand’s annual follower target of 2022 (****100% increase*** *in follower growth). Won numerous awards at* ***2022 Kyoorius Creative Awards*** *and various other award categories.*  Executed ACE & **1000+ Media Banners** for Amazon Great Indian Festive Sale for 2 consecutive years.  Worked on personalized platforms like Director’s Mix and Rephrase.ai and delivered **150 customized messages** which resulted in **46MM views**.  Launched Club Vistara’s Instagram Handle which gained **10K organic followers** in the first year.  Delivered Club Vistara partner emailers with a quick turnaround time **of 2 hours**.  Improved inflow of cash by **85%** as compared to the previous quarter by upselling corporate and topical videos for Centrum. | | | | |  | | | | | | **Work Experience** | | | | | | **Company Name** | **Media Mantra, Gurugram** | | | | | **Designation (Dept.)** | **Digital Account Executive** | | | | | **Duration** | **From: November 2017** | | **To: May 2019** | | | **Key Responsibility Areas** | * Overseeing all brands social media accounts management, paid campaigns to sustain an engaging audience experience. * Developing, engaging and innovative content and scheduling posts on social media, which enlighten audiences and promote brand-focused messages. * Communicating with the clients on a regular basis to understand the client’s needs and ensure stability in work. * Implementing effective PPC Campaigns to drive more leads and generate more traffic on the website. | | | | |  | | | | | | **Professional Certifications / Training / Workshop / Industry Exposure** | | | | | | **Workshop**   * 2 – day photography workshop as a part of BA Journalism * Online workshops on “Google AdWords” & “Search Engine Optimization”   **Industry Exposure**   * One month internship in Abraxas Nu Magazine as content writer * Social media coverage for Two days event “The Indian Luxury Expo” 2017 held in Kingdom of Dreams, Gurugram. | | | | | |  | | | | |  |  |  | | --- | --- | | **Education** | | | **Year of Completion** | **Program** | | 2017 | BA (Hons) Journalism  Delhi College of Arts & Commerce, Delhi University | |  | | | **Academic Project / Dissertation** | | | **Presentation on:**   * Search engine marketing * E-Commerce * Seminar on Current Affairs & Paid News in India   **Dissertation on:**   * Cancer Awareness & it’s reportage in Print Media   **Project on:**   * Created a College Newspaper “DCAC Express” | | |
| |  |  |  |  | | --- | --- | --- | --- | |  | | | | | **Personal Strength** | | | | | * Adaptive | | | * Self-Motivated | | * Solution Driven | | | * Result Oriented | | * Self-Control | | | * Tactful | |  | | | | | **Personal Information** | | | | | Contact No.  Date of Birth | :  : | 9953541506  August 25, 1996 | | | Marital Status | : | Married | | | Nationality | : | Indian | | | Language Proficiency | : | English & Hindi & French (Elementary) | | | Computer Skills | : | MS Office | | |