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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. |
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| **Career Synopsis** |
| * Gained knowledge in various aspects of Advertising and Digital Marketing
* Adaptive & self-driven individual with solution driven approach
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| **Professional Learning** |
| **Digital Marketing** |
| Client Servicing | Team Management | Social Media Marketing |
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| **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.  |
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| **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.
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| **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.
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| **Education** |
| **Year of Completion** | **Program**  |
| 2017 | BA (Hons) Journalism Delhi College of Arts & Commerce, Delhi University |
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| **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”
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| **Personal Strength** |
| * Adaptive
 | * Self-Motivated
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| * Solution Driven
 | * Result Oriented
 |
| * Self-Control
 | * Tactful
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| **Personal Information** |
| Contact No. Date of Birth | :: | 9953541506August 25, 1996 |
| Marital Status | : | Married |
| Nationality | : | Indian |
| Language Proficiency | : | English & Hindi & French (Elementary) |
| Computer Skills | : | MS Office |

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