

CHETNA JAIN

ABOUT ME

I am a highly motivated and driven professional with genuine passion for digital marketing and business. I am actively pursuing a position in the industry where i can apply my extensive knowledge and experience to drive operational excellence within the organisation.

EXPERIENCE

The Nightsuit Palace

Oct 2020 - present

Founder and manager

- As a small business owner, I have successfully managed and grown my business on Instagram, Facebook, and WhatsApp, building a loyal following of 8,800 followers.
- Implemented paid advertising campaigns, email marketing, strategies, and participated in exhibitions to showcase my products and engage with a wider audience.
- Handling stock management and supply chain operations.
- Demonstrating financial management skills, including budgeting and revenue analysis.
- Creating visually appealing content and maintaining a cohesive brand presence.
- Collaborating with influencers, celebrities and strategic partners.

YGdesigns

Jan 2023- Present

Social media handler

- Handled social media account of a interior designer, made creative reels, visuals and eye catching captions.
- Planned and managed paid ads campaigns on facebook and Instagram, optimizing targeting budget to increase reach, engagement and inquiries for interior designing project.

Pjsoft venture

May 2020 - August 2020

Digital Marketer Trainee

- Created and maintained tracking reports for marketing efforts. and creating various marketing materials.
- Analyzed competitor marketing material and digital content.
- Conducted data mining for valuable insights and contributed to live projects.

CONTACT

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Byculla, Mumbai

EXPERTISE

- Digital Marketing
- Meta Ads
- Social media marketing
- Sales Force
- Business Management

SKILLS

- Time Management
- Financial management
- Negotiation
- Problem solving
- Communication Skills

INTERESTS

- Creativity
- Football
- Batminton

LANGUAGE

- English
- Hindi
- Marathi
- Marwadi

EDUCATION

M.com Business Management

H.R College of commerce and economics

- Overall A grade

B.com Advance Accounting

H.R College of commerce and economics

- Overall A grade

Diploma in Digital Marketing

DMTI Softpro