



DIVYAM THAKKER

MARKETING PROFESSIONAL

PROFILE

Results-driven marketing professional with experience across digital marketing, brand communication, and client relationship management in FMCG, retail, and NGO sectors. Skilled in campaign strategy, social media management, SEO, e-commerce integration, and performance analytics, with a proven track record of driving engagement, sales growth, and brand awareness. Known for a strong work ethic, adaptability, and determination to create value, I bring a strategic yet hands-on approach to helping companies grow. Adept at working with cross-functional teams, building stakeholder relationships, and leveraging data-driven insights to deliver measurable impact.

WORK EXPERIENCE

- Miracules (Body Care Startup)** OCT 2023 - AUG 2024
Marketing Executive
 - Conceptualized and executed integrated digital marketing campaigns for a personal care brand, effectively targeting health-conscious consumers in the FMCG sector.
 - Developed, designed, and scheduled social media content across Instagram and Facebook, driving a 20% increase in engagement within 6 months.
 - Conducted keyword research and produced SEO-optimized blog content, leading to a 30% uplift in website traffic and click-through rates.
 - Built and managed collaborations with 10+ micro- and mid-tier influencers, expanding campaign reach by 25% and strengthening brand awareness.
 - Tracked and analyzed campaign performance using Google Analytics, delivering data-driven insights to refine audience targeting and optimize ad spend.
- Clive Advertising Services** Aug 2023 - Sep 2023
Business Associate
 - Supported senior account managers in developing and executing communication strategies for FMCG and retail clients, aligning campaigns with brand objectives and market trends.
 - Conducted competitor analysis and market research to inform brand positioning, campaign development, and creative direction.
 - Coordinated with clients to deliver customized advertising solutions, enhancing client satisfaction and strengthening long-term retention.
 - Prepared and presented performance reports and ROI-focused presentations, fostering transparency, building trust, and reinforcing client relationships.
- Urban Greens (Supermarket)** Feb 2023 - June 2023
Marketing Executive
 - Spearheaded the setup and integration of e-commerce-enabled social media accounts, streamlining online ordering and driving measurable sales growth.
 - Curated and promoted daily offers and campaigns that boosted both store footfall and digital visibility.
 - Supported seasonal promotional initiatives, enhancing brand engagement and reach among urban middle-class consumers.

ACHIEVEMENTS AND VOLUNTEERING

- Distinction** - Marketing Simulation (MSc Marketing, University of East London): Led a team in managing a simulated company across six quarters, making strategic decisions on pricing, promotions, and product portfolio to maximise growth, profitability, and market share.
- Captain - School & College Football Teams:** Directed teams in inter-college tournaments, demonstrating strategic leadership, teamwork, and discipline while fostering a competitive and collaborative environment.
- Muskurahat Foundation (Volunteer - Fundraising & Outreach)** Designed and executed fundraising campaigns leveraging storytelling and emotional appeal to drive donor engagement. Coordinated outreach initiatives that successfully raised £2,000 in support of children's welfare projects. Engaged with donors and stakeholders to build and nurture long-term partnerships, strengthening the NGO's community impact.

CONTACT

- +91 98218 28343
- divyamthakker08@gmail.com
- Mumbai

EDUCATION

- 2024-2025
UNIVERSITY OF EAST LONDON
 - MSC in Marketing
- 2020 - 2023
MULUND COLLEGE OF COMMERCE
 - Bachelors of Commerce
 - CGPA: 7.92/ 10

SKILLS

- Social Media Strategy
- Community Engagement & Growth
- Google Analytics (campaign tracking, ROI reporting)
- SEO & Keyword Research
- Seasonal & Promotional Campaigns
- Client Coordination & Relationship Building
- Market Research & Competitor Analysis
- Strong Communication & Presentation
- MS Office

LANGUAGES

- English
- Hindi