



CONTACT

- +91 98218 28343 (whatsapp)
- 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

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) Marketing Executive

OCT 2023 - AUG 2024

- 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 Business Associate

Aug 2023 - Sep 2023

- 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) Marketing Executive

Feb 2023 - June 2023

- 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.