



Malika Singh

I'm a storyteller at heart, passionate about shaping how people see and connect with brands. There's nothing more exciting to me than taking an idea and turning it into something real, something that genuinely connects with audiences. I love the mix of creativity and problem-solving that comes with this work. Juggling multiple projects, exploring new ideas, and finding the right words or visuals to bring a brand to life keeps me going. More than anything, I enjoy working with people who share that same passion of collaborating, learning, and creating something meaningful together.

Experience

May 2024-Current

MM Activ Sci-Tech Communications, Pune, Maharashtra

Marketing Communications Manager

- Created **50+** monthly posts across Animation, Logistics, and Tech sectors, boosting engagement
- Led **social media** for **Govt. of Karnataka** events and industry associations, ensuring high visibility and interaction
- Managed paid media campaigns with a **12%** rise in engagement and conversions
- Executed **5+ integrated marketing campaigns** across digital, print, and outdoor channels
- Handled **client servicing** across multiple accounts, ensuring timely delivery and strong relationships
- Led agency **rebranding**, strengthening positioning and visual identity
- Pitched and converted new clients, helping grow the agency's business

May 2023-November 2023

MM Activ Sci-Tech Communications, Pune, Maharashtra

Marketing Communications Intern

- Developed **IMC plans** with **ATL, BTL, and TTL** strategies to boost event visibility
- Assisted in **video production**, from conceptualisation to editing, for promotional and educational purposes.
- Executed targeted **email and social media campaigns**, maximizing engagement and reach
- Collaborated on **media campaigns**, driving impactful promotion for industry events

Certifications

- Certified with Udemy **Complete Digital Marketing** Course
- Certified with **Measure & optimize social media campaigns** course by Coursera
- Certified with **Advertising with Meta** course by Coursera

Achievements

- Head of Career Management Committee at JIM Indore.
- 1st Place in National Unstop Content Writing Competition (LPU)
- Winner of Treasure Hunt (BA Analytics Club, JIM Indore)
- U-19 Contestant at National Aerobics Championship (CBSE, 2016)
- 2nd Place in Indore Sahodaya Volleyball Competition (2018)

Personal Info.

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 [LinkedIn](#)

Education

2024

PGDM Marketing & Business Analytics

Jaipuria Institute of Management
Indore MP (92%)

2022

BBA

Graduate School of Business
Indore MP (78.86%)

Skills

- Strategy & Content development
- Client Servicing
- Campaign creation
- Corporate communications
- Social media management
- Event management
- Media Planning