

PARTHA MAKWANA

NOV 5, '99

MARKETEER

ASPIRING RAPPER

POET

EXPERIENCE

REALATTE VENTURES LTD.

Social Media/Creative Strategist

Mar 2024 - Present

SOCIAL MEDIA

MANAGEMENT/STRATEGY/PITCHES/SCRIPTWRITING/
DIRECTING /A DASH OF ACTING.

I am comfortable both behind the scenes and in front of the camera, I bring versatility that helps brands tell stories in fresh and engaging ways.

SWISSBAKE INGREDIENTS PVT. LTD.

Digital Marketing Executive

Nov 2022 - Mar 2024

SOCIAL MEDIA MANAGEMENT/ META ADS/ CREATING
A SHOPIFY WEBSITE/ PRODUCT LAUNCHES/ EBOOK
IDEATIONS/ BAKING

A blend of strategy, creativity and execution
I have managed and created impactful social media
campaigns, driving growth through Meta Ads and built
a Shopify website. From product launches to eBook
ideation, I've worked end-to-end on campaigns that
connect and convert. Beyond the digital I also took the
challenge of baking the best selling products to
understand them better and come up with ideas
tailored for pro bakers

SKILLS

- COPYWRITING
- CONTENT PLANNING
- STRATEGY
- SCRIPTWRITING
- DIRECTING
- ACTING
- POETRY
- RAPPING



"I'm in the business of making people care about a post, a product, a brand. I'm interested in the "why" of things because attention alone isn't enough; it has to mean something. My job is to find that spark, the truth that turns a scroll into a pause, a click into trust and brands into a part of someone's life."

PHONE

+91 8451937738

ADDRESS

SANTACRUZ (WEST)
MUMBAI - 400054

EDUCATION

BBA IN MARKETING (2018 -2022)

MMK COLLEGE, BANDRA WEST,
MUMBAI.

JUNIOR COLLEGE (2015-2017)

MITHIBAI COLLEGE, VILE PARLE,
MUMBAI.