

RENEE FERNANDES

SOCIAL MEDIA MARKETER | CONTENT WRITER | MUA

CONTACT

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- 📍 Mumbai, India

ABOUT ME

I am an enthusiastic Digital Marketer and Makeup Artist eager to begin my professional journey. With a strong passion for creativity and innovation, I bring a solid work ethic, adaptability, and a keen interest in leveraging digital tools to create impactful campaigns. My goal is to combine creative vision with technical skills to contribute meaningfully to any organization I am part of.

EDUCATION

2019 - 2020
ST ANDREW'S COLLEGE, BANDRA

- Arts (90%)

2021 - 2024
DON BOSCO COLLEGE, KURLA

- Bachelor of Arts in Multimedia & Communication
- GPA: 8.08/ 10

SKILLS

- Content Creation
- Content writing
- Basic Graphic Design (Canva, Adobe basics)
- SEO & Keyword Research
- Google Analytics
- Paid Advertising (Meta & Google Ads)

LANGUAGES

- English
- Hindi
- Marathi
- Spanish: A2

WORK EXPERIENCE

Campus Ambassador

Hersheinbox | 2022

- Represented the brand at campus events and promoted it via digital platforms

Freelance Makeup Artist | 2023

- Worked with clients for personal, bridal, and editorial makeup assignments
- Promoted services via social media and built a growing portfolio

Social Media Intern

Team Rustic | Jan 2025 - May 2025

- Managed and scheduled content for social media platforms (Instagram, Facebook) to align with branding and campaign goals
- Captured engaging content at live events ("event bites") for immediate and post-event digital usage
- Drafted creative and promotional content for posts, stories, and reels
- Supported the event team with on-ground coordination during major brand activations and setups
- Handled the company's social media DMs, comments, and engagement to improve follower interaction
- Contributed to influencer outreach and tracking performance metrics
- Collaborated with design and content teams to ensure visual consistency

Marketing Executive / Content writer

Akbar Holidays | June 2025 to present

- Assisted in planning and executing email marketing campaigns for domestic and international travel packages
- Managed the company's social media pages (Instagram, Facebook) to promote seasonal offers and travel deals
- Created content calendars and scheduled posts to maintain consistent brand presence
- Designed marketing creatives using Canva for digital advertisements and emailers
- Worked with SEO team on keyword research and optimized blog content (website / google ads) to improve organic reach
- Coordinated with the sales team to update website banners, landing pages, and promotional messages
- Supported lead generation efforts through targeted email campaigns and WhatsApp marketing
- Engaged with customers on social media and resolved basic queries to improve user experience