

SIMRAN MACSY FERNANDES

+91 8451895905

simranfernandes431@gmail.com

Citizen Daffodil Co. Op Hsg, Bldg no. 07, C-Wing, 3rd Floor, Pereira Nagar, Juchandra, Naigaon East, Palghar, Maharashtra 401208

SUMMARY

Results-driven marketing professional with hands-on experience across B2B and B2C strategy development, digital content creation, and social media management. Adept at building brand presence across platforms through creative storytelling and impactful campaigns. Background in multimedia communication, team leadership, and client servicing. Passionate about growing brands through meaningful engagement, data-backed strategies, and sharp design sensibilities.

EDUCATION

**Auxilium Convent High School
(Wadala W)**

Secondary School Certificate
2018-2019

SIES College of Art (Sion W)

Higher Secondary School Certificate
2020-2022

Wilson College (Charni Road)

Bachelor of Mass media and
Corporate Communication
2022-2024

**Prin. L. N. Welingkar Institute of
Management Development &
Research (WeSchool)**

PGDM in Marketing Management
2024- Present

CORE SKILLS

- Marketing Strategy (B2B & B2C)
- Content Writing
- Social Media Management
- Visual Content Design (Canva, Microsoft Clip champ)
- Book Publishing & Campaign Promotion
- Content Calendar Planning
- Client Servicing
- Team Collaboration & Leadership
- MS Office & Google Workspace

SIMRAN MACSY FERNANDES

+91 8451895905

simranfernandes431@gmail.com

Citizen Daffodil Co. Op Hsg, Bldg no. 07, C-Wing, 3rd Floor, Pereira Nagar, Juchandra, Naigaon East, Palghar, Maharashtra 401208

PROFESSIONAL EXPERIENCE

Assistant Marketing Manager

Rauch Education | 2024 August - 2025 September

- Develop and execute marketing strategies targeting B2B and B2C markets
- Curate and design engaging social media content
- Manage and grow the organization's online presence (LinkedIn, Instagram, Facebook, YouTube, X)
- Oversaw the publishing and marketing of educational books from development to launch

Content Writer & Social Media Intern (Internship)

Think Creative Hub | 2024 May - 2024 July

- Crafted website copy and blog posts aligned with brand messaging
- Planned and executed content calendars for social platforms
- Managed social media channels and ensured consistent voice
- Supported email marketing campaigns and client communication

Shift Supervisor

Tata Starbucks | 2021 Oct. - 2024 May

- Led daily store operations and staff performance
- Coordinated team schedules, meetings, and task delegation
- Maintained brand consistency while ensuring top-tier customer service

LANGUAGE

- English
- Marathi
- Hindi
- Konkni