

Vaishnavi Remma

Digital Marketing Manager

Dynamic and results-driven Digital Marketing Manager with over three years of hands-on experience in managing social , and performance marketing campaigns. I bring a blend of creative thinking and data-driven strategy to every project. I'm passionate, quick to learn, and always ready to take on new challenges.

Contact

Phone

7021547190

Email

vaishuremma@gmail.com

Address

Bhiwandi

Education

2018-2021
Hospitality &Tourism Management
SNDT University, Juhu.

Expertise

- Digital Marketing Strategies
- AI Prompt
- Account Management
- SEO/SEM
- Social Media Marketing
- Content Creation and Management
- Data Analysis and Reporting
- Client Relationship Building
- Team Collaboration
- Trend Monitoring
- CRM Message's
- Amazon Seller Central

Language

English

Hindi

Telugu

Marathi

Experience

- **2024- June**
T World Furniture
Digital Marketing Manager
 - Developed and executed comprehensive social media strategies across all major platforms.
 - Created and curated engaging content, including website copy, product photography, video shoots (including Reels), and graphic design.
 - Managed influencer marketing campaigns, collaborating with architects, interior designers, and relevant influencers to expand brand reach.
 - Conducted market research and trend analysis to identify emerging trends and incorporate them into marketing strategies.
 - Managed and optimized paid social media campaigns on platforms like Meta Ads and Google Ads.
 - Implemented and managed the company's CRM platform, nurturing leads and building customer relationships. CRM platforms like (WAP by Admark, CRM-Messaging)
 - Oversaw the planning and execution of outdoor marketing initiatives, including sponsorships for city clubs, Marathon races, newspaper advertisements, LED screen placements in apartment complexes, and poster campaigns throughout the city.
 - Successfully managed the trademark registration process for sub brands of T World, ensuring timely filing, prosecution, and successful registration of trademarks with intellectual property offices
- **Key Achievements**
 - Created compelling UGC content that boosted brand’s engagement and increased brand awareness.
 - Developed successful e-commerce content strategies, driving increased website traffic and conversions.
 - Successfully managed influencer collaborations, resulting in a increase in brand mentions and 10% lift in sales.
 - Consistently produced high-quality content that resonated with target audiences, leading to significant follower growth and increased brand loyalty.

Tools

- Google Analytics
- SEMrush
- Google Ads
- Meta Ads
- Canvapro
- Shopify
- Photoroom
- Reddit
- Manychat
- Admark/ZOHO/CRM Messenger

Certifications

- Performance Marketing Kickstarter Workshop (Growth School)
- 250+ ChatGPT prompts & 50+ AI tools list (Growth School)
- Principles of Marketing (By Saylor Academy)
- Fundamentals of Digital marketing (By Google)
- Digital marketing (By Digital Scholar)
- Customer service (By Saylor Academy)
- Human resource management (By Saylor Academy)

2022- 2024

Sharptech Agency

Digital Marketing Executive

- Strategizing, executing, and refining digital marketing campaigns across diverse channels such as Meta ads, Google ads & other programmatic ads platforms for Madhuban Restaurant, Esthetic Clinic, oriana global & Help to cure.
- Spearheaded lead generation campaigns for one brand and revenue-focused initiatives for another, leveraging a blend of digital marketing channels including Meta ads, Google Ads, and CRM messenger, achieving measurable success in both areas.
- Executed campaign setup, optimisation, and performance tracking to ensure alignment with business objectives and KPIs of brand Evio.
- Managed bids and budgets effectively to maximise campaign performance and achieve predefined KPIs.
- Identified replicable marketing strategies, tactics, and channels to address business pain points and drive new customer acquisition.
- Implemented, tested, and measured marketing initiatives with a proactive mindset, continuously optimising strategies based on performance insights.
- Managed daily work flow of all client campaigns, and working with various internal and external stakeholders,
- Provided strategic recommendations and actively contributed to website optimization efforts to address potential ROI impediments.
- Proactively identified and resolved issues to safeguard campaign performance and maximise ROI

Key Achievements

- Led the 'Asthma-Free India' event of Glenmark with 300 doctors, enhancing health awareness.
- Managed the 'Know Allergy India' Glenmark campaign, improving public knowledge of allergies.
- Authored captivating slogans for a high-impact outdoor advertising campaign of magicomeal.
- Increased social media following by 50% and campaign conversions by 30% as Social Media Manager.
- Developed an influencer collaboration program, boosting engagement by 45% of Reverzo.
- Enhanced content creation strategy, lead to rise in social media following of Harrison.

2021

FOO BKC

GRE

I was the Part of Pre-Opening Team

As a Guest Relations Executive (GRE) at FOO BKC, I was at the forefront of customer service, acting as the initial touchpoint for guest experience. My role was pivotal in shaping positive first impressions and sustaining customer satisfaction through attentive service and problem resolution. I was responsible for managing guest check-ins/outs, catering to special requests, and ensuring the overall comfort and contentment of guests.