



Akanksha Chawla

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Academics

Course	Institute & University	Year of Passing	CGPA/ Percentage
PGDM- Business Design	Welingkar Institute, Mumbai	2016	5.4/7
B.Tech (Biotechnology)	Jaypee Institute of Information Technology, Noida	2012	72
H.S.C.	Cambridge School, CBSE	2008	85.8
S.S.C.	Cambridge School, CBSE	2006	87.2

Business Exposure

Lava International Limited (July, 2021 – Present)

- I head the end-to-end digital brand strategy & drive all digital initiatives for Lava.
- Experienced in ideating, strategizing, and executing successful go-to-market (GTM) campaigns.
- Grew the brand's Instagram account to reach a milestone of 100k followers and a verified blue tick.
- I lead Social media strategy and Lava's monthly calendars with brand awareness metric.
- Reduced the bounce rate of the website from 92% to 64% and 4.4X the website traffic to 140k per month.
- Developed and grew the E-commerce business of Shopify by 3X.
- Manage budget of all digital platforms and verticals like influencers, 3rd party integration & affiliates.
- Manage an in-house creative team of 3 members consisting of designers, videographers, and animators.

Beauty Buffet (August, 2019 – April, 2021), Digital Marketing Manager, 1 Year 8 Months

Beauty Buffet is Thailand's premium beauty brand that entered India in 2019. Responsible for launching the brand digitally in India. I handle a team of 6 people. My core responsibilities included:

- Driving the creation of content & visual communication from conceptualization to delivery.
- Working on brand and product portfolio positioning to our 4 main TG areas – North East, South India, Maharashtra and Delhi NCR.
- Co-creating opportunities with social media influencers.
- Doubled the goal conversion & completion rate for 2 consecutive months.
- Managing IT agency, creative agency and other channels of communication.
- Increased revenue by 500% during the month of July'20.
- Created a contest where 400+ people participated.

Fashion Insiders (July, 2017- July, 2019), Digital Marketing Manager, 2 Years

I managed the Marketing of Fashion Insiders on all the social media and other digital platforms.

Formulating strategies, new campaign launches, creating content for the blog, planning marketing activities for the same and Growth Hacking, are some of my responsibilities. Handled a team of 2 people.

- Strategizing for campaigns, NPD, Brand positioning, events, Press releases, New Business Development leads (NBD) and blog.
- Blog launch and Design, Marketing & Content Writing.
- Product Marketing - product catalogue - An email course, online calculator, spec sheet, blog and platform
- Sales Funnels: Creating Landing pages or funnels for new launches, e-mail opt-in and conversion mapping.
- Paid advertising - Running paid campaigns on Facebook, Instagram and E-mail

- Tools & Apps familiar with - Ahrefs, Hubspot (free version), Buffer (free version), SEM Rush, Google analytics, Google Search Console, Later, Tailwind, Coschedule, Zapier, Screaming Frog, Zoom, ConvertKit, UTM, Slack and Amazon Affiliate Program.

Zee Entertainment Enterprises Limited (June, 2016- July, 2017), Assistant Manager, *1 Year 1 Month*

- Handling channels Zee Café, Zee Studio -HD & SD
- Creating innovative Brand Solutions for inactive clients on English genre. Examples include- vignettes, stings, bugs & bumpers and trivia slates for clients like Dominos, Reckitt Benckiser, Maruti Suzuki, etc.
- Responsible for managing in-brand integrations for Bharti Airtel, Renault, Coca-Cola, Samsung, VIVO, HMSI, BIBA, Swarovski, etc.
- Helping start-ups get on Television by proposing budgeted opportunities like Branded Astons.
- Responsible for adding 1+ new client every month that have never advertised on Television.
- Activated clients like BMW, Panasonic and UC Browser that previously rarely advertised on English genre.

Youshine, MM Retail Pvt. Ltd (April- June, 2014) Social Media Manager, *02 Months*

- **Headed** the Social Media department of the company.
- Social Media strategy, one-point contact for SEO, sourcing & operations team.

Chic Factor, Fruit Bowl Digital (July 2012- February 2013) Style Expert & Editor, *07 Months*

- Analysing fashion trends and creating content for their online magazine- Chic Factor Gazette
- **Trained & Led** an intern for a Fashion intern position.
- Creating product modules for online Fashion Store- Chic Factor Store using SEO, Meta tags, keywords.

Industrial Internships:

Carbon Clean Solutions, Mumbai (May, 2015- July, 2015) Marketing Intern, *02 Months*

- Responsible for increasing the social media presence of Carbon Clean Solutions, by 146% under the project titled, "Digital Branding and Marketing Strategy for CCS"
- Analyzing fashion trends and creating content for their online magazine- Chic Factor Gazette

AIIMS, New Delhi (May, 2011-July, 2011) – Trainee, *02 Months*

- Worked on a project for purification of protein extracted from M. Tuberculosis which was 90% purified. **Fortis hospital, formerly known as SRL Ranbaxy Ltd. Noida** (May, 2010 -June, 2010) – Trainee, *02 Months*
- Worked at various departments like microbiology, serology, clinical pathology, hematology, histopathology

Projects & Achievements

- Received Star award for two consecutive quarters (Q3 & Q4) for outstanding performance in Lava International Limited.
- Visited **Massachusetts Institute of Technology, USA** in April-May, 2015 for a short-term project.
- Team lead at **MIT RedX Healthcare Technology** camp, IIT Bombay, January-February, 2015.
- Successfully completed certification courses - **Introduction to Marketing** by **Wharton-University of Pennsylvania** and **Sales Strategies: Mastering the Selling Process** by **University of Chicago** through Coursera and **Email Marketing Specialist** by **DigitalMarketer**, **Introduction to Google SEO** by **University of California, Davis**
- Studied & analyzed the internet advertising as a sector analysis of "**Digital Media for Promotion**"
- First Runner up at Raajneeti, a Political Marketing competition by **IIM Ahmedabad**, 2015.
- Recipient of **IASc-NSA-NASI Summer Research Fellowship - 2011**.

Extra-Curricular Activities, Interests & Skills

- Owner of a Fashion & Lifestyle Blog called 'Fictitious Fashion' and beauty website 'The Yellow Room'.
- Won First prize in Group Dance Competition held in the college 'JiveX 2010', 1st in 'Xperia Events', Pahar Ganj, 2nd in 'Nriyagini' – 'Jive 2009' and 3rd in IIT Kharagpur
- Hobbies- Picking up new hobbies; currently learning French and piano.
- Basic understanding of Adobe Photoshop and HTML

