



# Aparna Chandra

## Objective

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I am looking forward to leverage my extensive experience in marketing strategy, brand management, and digital marketing to drive innovative and impactful campaigns that generate measurable results.

## EXPERIENCE

Jan 2023 - May  
2023

### TradeLink Technologies Marketing Executive

- Promoted and increased Brand visibility in **25+ demographic target audience locations globally.**
- Represented the company at the **International Engineering and Technology Fair by Confederation of Indian Industry.**
- Coordinated and managed the events - **India Warehousing Show and Fashion Tech event** for brand awareness.
- Trained and mentored new/existing interns on multi-channel marketing, advanced product knowledge and **brand building.**
- Accounted social media growth on platforms like Youtube, LinkedIn with **78% impression and 233.3% page visitor growth.**
- Conceptualised **blogs**, researched and contributed in improving **search engine optimisation** for the website.
- Provided impacts with **customer retention** by client visits, factory visits, and monthly feedback calls.
- Targeted new and existing customers with EDMs and monthly email magazines.
- Spearheaded **lead generation** and brainstormed go-to **market campaign strategies** and negotiated according to **marketing budget.**
- Created innovative **Podcast episode series** and experienced in writing scripts to empower leads.
- Designed **social media graphics** and maintained a **social media calendar.**
- Documented and reported statement **testimonials** to increase brand credibility.

Jan 2021 - Jan  
2023

### Yugasa Software Labs Content Curator and Marketing Assistant

- Contributed in **managing, recording and posting video content** for the brand on social media handles.
- Managed monthly **social media postings, hashtag research and blog** deliverables.
- Produced **podcast episodes** revolving around current business trends and latest product launches.
- Closely coordinated with existing customers helped **strengthen business relationships with effective communication.**
- Involved meticulously in accounting **brand marketing strategies.**

June 2018 -  
September 2020

### Freelance Content and Social media management

- Collaborated with brands like **Amazon, Sugar, Mama earth** for providing content.

- **Managed social media platforms** like Instagram for designated clients.
- Planned successful strategies to achieve deadlines for **marketing content and brand deliverables**.

## EDUCATION

August 2021 to  
August 2023

**Indira Gandhi National Open University**  
**Master's in Journalism and Mass Communications**

November 2020  
to August 2021

**Bharatiya Vidya Bhavan Film, Television and Advertising Studies**  
**PG Diploma in Journalism and Mass Communications**

June 2017 to  
October 2020

**Deen Dayal Upadhyay University**  
**Bachelor's in Science**

## TECHNICAL SKILLS

SMM  
Graphic Design  
Email Marketing  
SEO  
Data Analytics

## MARKETING SKILLS

**Project Management**

**Copywriting**

**Marketing Research**

**Corporate Communications**

**Strategic Thinking**

## LANGUAGES

**English (Full professional proficiency ), Hindi (Full professional proficiency )**

## CERTIFICATIONS

August 2022

**Digital marketing**  
**Udemy**

January 2023

**Ultimate guide to SEO**

January 2020

**SEMrush**

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October 2022

**Fundamentals of Digital marketing**  
**Google Digital Garage**

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May 2023

**Online Marketing Tutorial**  
**LinkedIn**

## **TOOLS**

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**Google Ads**

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**MailChimp**

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**SendinBlue**

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**Google Workspace**

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**Outlook**

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**Canva**

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**SEMrush**