

ISHIKA JAIN

Influencer Marketing Specialist



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PROFESSIONAL SUMMARY

As a results-driven professional specializing in creating impactful campaigns, I focus on elevating brand visibility, fostering strong influencer relationships, and driving measurable results across multiple digital platforms. Over the years, I've developed a comprehensive skill set in influencer marketing, content strategy, and social media management, with a focus on leveraging data-driven insights to optimize campaign performance.

Throughout my career, I've had the privilege of working with well-known brands, including Amazon, Flipkart, McDonald's, Nykaa, and Policy Bazaar, among others. Whether developing content calendars, negotiating contracts, or leading cross-functional teams, I thrive on driving creativity, collaboration, and innovation to achieve business goals.

WORK EXPERIENCE

Influencer Marketing Manager

Cbayexpress Corporation, Noida (U.P)

July 2024 - Present

- Manage relationships with 90 global influencers across key regions including US, UK, Canada, Australia, and New Zealand.
- Utilize tools like Shopify, Whimsical, and DocuSign to streamline collaborations and ensure seamless campaign execution.
- Lead the strategy and execution of influencer campaigns, covering content creation, performance tracking, and optimization to align with brand objectives and engage target audiences.
- Handle paid and barter collaborations with influencers.
- Track and onboard influencers, managing brand partnerships and maintaining strong relationships.
- Oversee video creation and content development to enhance brand visibility and engagement.
- Manage lead generation and awareness campaigns to drive brand awareness and growth.

Influencer Specialist

Steadfast Nutrition, Noida (U.P)

Aug 2023-- July 2024

- Managed influencer profiles and athlete relationships, ensuring strategic alignment between influencers and brand objectives to drive engagement and enhance visibility.
- Led the end-to-end planning and execution of high-profile events, from concept development and influencer selection to event logistics, coordination, and post-event analysis.
- Developed and executed comprehensive marketing strategies that integrated influencer partnerships, content creation, and social media campaigns to boost brand awareness and increase audience engagement.
- Collaborated with influencers to design personalized campaigns, ensuring authentic messaging and strong resonance with target audiences.

- Monitored and analyzed campaign performance, providing detailed reports and insights to clients and stakeholders to improve future strategies.
- Worked closely with creative and marketing teams to align influencer campaigns with broader brand objectives, maintaining consistent messaging across all platforms.
- Negotiated contracts and handled influencer relations, ensuring successful partnerships and maximizing ROI for both clients and influencers.

Project Associate

Whizco, Delhi

April 2021 - July 2023

- Managed influencer partnerships for over 100 influencers simultaneously, developing personalized strategies and ensuring timely execution of campaigns.
- Negotiated contracts with influencers and ensured alignment with brand goals, objectives, and legal requirements.
- Led the development and execution of influencer marketing campaigns for over 50 brands across various industries, driving brand awareness, engagement, and conversions.
- Provided strategic recommendations for influencer selection and activation, leveraging data and industry insights to ensure optimal partnerships.
- Nurtured and maintained strong, long-term relationships with influencers, fostering trust and collaboration for successful campaign execution.
- Collaborated closely with cross-functional teams (creative, marketing, and analytics) to align influencer strategies with overall brand and business goals.
- Coordinated with influencers to create compelling content, ensuring consistent messaging and high-quality outputs that resonated with target audiences.
- Led a team in executing influencer campaigns, providing guidance, tracking performance, and achieving or exceeding all objectives.
- Worked with major brands including Amazon, Flipkart, Kuku FM, Domino's, McDonald's, Nykaa, and short video platforms like Moj, Roposo, Takatak, Policybazaar, etc.

Content & Social Media Strategist

Online Striker, Delhi

Aug 2020 - March 2021

- Developed and managed comprehensive content calendars to ensure timely delivery of engaging and high-quality content across multiple social media platforms.
- Monitored social media channels to track audience interactions, responding promptly to comments, messages, and inquiries to foster positive engagement and community growth.
- Analyzed social media metrics and performance data, providing actionable insights and recommendations to clients for continuous campaign optimization and increased audience engagement.
- Implemented influencer partnerships and collaborations, enhancing brand visibility and driving targeted traffic to clients' social media pages and websites.
- Coordinated with cross-functional teams (design, marketing, and PR) to align content strategies with brand objectives, ensuring consistency across all platforms.
- Led content ideation and creation, collaborating with copywriters, designers, and influencers to craft compelling narratives that resonate with target audiences.
- Managed and optimized paid social media campaigns, boosting brand awareness, lead generation, and sales conversions.

EDUCATION

Course	University/ School	Year of Passing
BACHELOR OF ARTS	Delhi University	2023
INTERMEDIATE	Kendriya Vidyalaya, Noida	2020
HIGH SCHOOL	Kendriya Vidyalaya, Noida	2018

SKILLS

- Management Skills
- Negotiation
- Critical Thinking
- Communication Skills
- Leadership
- Time Management

CORE COMPETENCIES

- Strong understanding of influencer partnerships
- Expertise in negotiation
- Excellence in managing influencer campaigns
- Detail-oriented approach to quality control
- Proven ability to manage multiple projects simultaneously

PERSONAL DETAILS:

Father's Name: Mr. Saurabh Jain
Mother's Name: Mrs. Ragini Jain
Date of Birth: 21/12/2001
Languages Known: English, Hindi
Nationality: Indian

I hereby solemnly declared that all the information provided here is as per best of my knowledge.

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