

Pavitra Katyal

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LIVE OPERATIONS ASSOCIATE

Motivated Business School graduate seeking opportunities as an Operations Associate or Project Coordinator/Manager. Brings expertise in business strategy, data analysis, and project management. Proven track record in improving operational efficiency and delivering successful outcomes. Skilled in marketing strategy, social media management, and brand visibility enhancement. Adapt at collaborating across teams, with strong competencies in event coordination, pre-launch testing, and problem-solving.

KEY COMPETENCIES

- Live Event Management
 - Basics of SQL & Data Analysis
 - Performance Reporting
 - Project Management
 - Strong interpersonal skills
 - Proactive and self-motivated
 - Pre-Launch Testing
 - Creative design(Canva & photoshop)
 - Critical thinking skills
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PROFESSIONAL EXPERIENCE

Blacklight Gaming

July2023-Present

Live Operations & Marketing Associate

- Plan, execute, and oversee live mini events within the app, ensuring smooth execution from concept to launch.
- Conduct pre-launch testing to ensure that events are functioning correctly, troubleshooting issues related to event flow, UI/UX, and system performance.
- Develop event names, provide creative feedback to design teams, and ensure visuals and UI align with user engagement goals.
- Utilize SQL queries made through chatgpt and console tools to implement live events, ensuring real-time functionality and seamless integration into the app.
- Monitor event performance, track KPIs such as user engagement, retention, and conversion rates, and generate data-driven insights for future optimizations.
- Create and present detailed season-over-season performance reports to stakeholders, identifying trends, successes, and areas for improvement to inform the upcoming season's strategy.
- Design engaging social media content using Canva, Photoshop, and Illustrator, ensuring that visuals align with the branding and promote live events effectively.
- Manage Blacklight Gaming's social media presence across LinkedIn, Instagram, and Facebook, creating posts, captions, and graphics to maximize user engagement.
- Write engaging captions, select relevant hashtags, and develop post strategies to increase brand awareness and event participation.
- Plan and execute marketing campaigns for live events, including promotional content and user outreach strategies to drive participation.
- Analyze social media performance metrics (engagement rates, impressions, click-through rates) and adjust strategies to optimize reach and engagement.

Digital Marketing Intern

Jun2022 - July2023

- Stayed updated on digital marketing trends through daily networking and research, and designed data-driven strategies based on market insights and competitor analysis.
- Collaborated with product and design teams to create impactful online content and managed social media campaigns across Facebook, LinkedIn, and Instagram.
- Created engaging content to boost brand visibility and enhance audience engagement.

Inventiva**Mar2022-Apr2022****Digital Marketing Intern**

- Wrote engaging, tailored content, ensured accuracy through meticulous proofreading and editing, and implemented SEO best practices to improve visibility and search rankings

Finance Veda**July2021-Mar2022****Digital Marketing-Intern**

- Managed social media platforms for Finance Veda, boosting engagement and enhancing brand visibility

Digibulls**Apr2021- July2021****Marketing Intern**

- Wrote blogs for client websites, applying SEO best practices to enhance visibility.

TellyGupshup**Jan2021 - Mar 2021****Content writer Intern**

- Utilized SEO principles to optimize articles for greater visibility and audience reach, and conducted research on trending entertainment topics to produce timely, engaging content.

EDUCATION

- **Bachelor of Business Administration**

Majors: Marketing

Teerthanker Mahaveer University, Moradabad

74%

- **10+2(CBSE Board)**

Majors: Commerce, Optional: Maths

Kailash Chandra Memorial

First Division 69%

- **10th(CBSE Board)**

Kailash Chandra Memorial

First Division 74%