

ANJANI NARANG

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Current Location: Chandigarh



Media professional with 4 years of experience, diverse range of skills and a record of consistently delivering to a high standard.

Professional Summary

- With over 3 years of expertise in Digital Marketing, I possess comprehensive skills in Google AdWords, YouTube Analytics, and audio platform distribution, contributing to successful and targeted online promotional campaigns.
- Experienced in developing impactful social media campaigns and executing advertising strategies across various social platforms.
- Seasoned professional with experience in Influencer Marketing, Event Management, and Client Services.
- Experienced in working as a project manager to build up an ERP software for the company.
- Experienced in leading projects and teams, driving results, and ensuring the successful execution of initiatives.

Work Experience

White Hill Studios, Punjab

Head Digital (April 2023 – February 2024)

Digital Marketing Manager (January 2021 – March 2023)

Key responsibilities:

- Overseeing the comprehensive functionality of all digital portals within the production house, ensuring seamless operations and optimal performance across online platforms.
- Seasoned project manager with a track record of successfully spearheading the development and implementation of ERP software for the company, showcasing proficiency in strategic planning and project execution.
- Successfully executed song promotion campaigns across diverse linguistic landscapes, including Hindi, Punjabi, and Haryanvi languages, showcasing a versatile understanding of regional music markets and cultural nuances.

- Managed promotional campaigns for a variety of Punjabi movies, including 'Lekh,' 'Jind Mahi,' 'Sidhus of Southall,' and 'Gaddi Jandi Ae Chalaangaan Maardi,' demonstrating proficiency in navigating the unique promotional requirements of each film.
- Demonstrated proficiency in digital marketing strategies, utilizing platforms such as Google AdWords, Facebook, Instagram, and Snapchat Ads, coupled with in-depth expertise in YouTube backend and analytics for comprehensive campaign optimization.
- Effectively managed the placement and marketing of songs on prominent audio portals, including Spotify, Gaana, and Jio Saavn etc., optimizing visibility and engagement within diverse music streaming platforms.
- Demonstrated proficiency in influencer marketing, adeptly cultivating and managing relationships with influencers to strategically enhance brand presence and engagement.
- Efficiently managed 10+ social media channels simultaneously, ensuring consistent and effective content delivery across diverse platforms.
- Seasoned professional with extensive experience in the field of telemarketing, demonstrating a proven track record of successful client engagement, lead generation, and sales conversion.

Inside The Box, Delhi

Product Research Intern

Key responsibilities:

- Engaged in efforts to thoroughly understand products, demonstrating a commitment to gaining in-depth knowledge and insight to better contribute to successful business outcomes.
- Conducted thorough and comprehensive product research, employing analytical skills to gather valuable insights.
- Provided strategic marketing inputs and conducted thorough competitive analysis, contributing to informed decision-making and effective positioning within the market landscape.

Creativatorss, Chandigarh

Event Manager

Key responsibilities:

- Strategically planned and executed diverse training sessions for models, tailoring each program to address specific skills.
- Successfully handled backstage management for the event, demonstrating adept coordination, quick problem-solving, and effective communication to ensure the smooth execution of the production.
- Effectively managed all event data, ensuring meticulous organization, accuracy, and accessibility for streamlined event coordination and decision-making processes.
- Engaged in telemarketing activities, showcasing effective communication skills.

Education Background

NMIMS, Mumbai

MBA in Marketing Management

Chandigarh University, Punjab

Bachelors of Journalism and Mass Communication

PMS Public School, Moradabad

Senior Secondary from CBSE

Shirdi Sai Public School, Moradabad

High School from CBSE

Key Skills

- **Areas:** Google AdWords, YouTube Analytics, Talent Management, Event Management, Social Media Marketing, Influencer Marketing, Production.
- **Interpersonal:** Action oriented, creative, a team player with ability to cope under pressure.
- **Software/Tools:** Highly proficient in Word, Excel, PowerPoint, Canva.
- **Leadership Skills:** An active listener and facilitator.