

RADHIKA AGARWAL

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WORK EXPERIENCE

Marketing Manager, The Knot Worldwide

Sep'21 - Sep'22

WeddingWire.in - Indian division of a global one-stop-shop wedding marketplace valued at USD \$900 Mn

Gurgaon, India

- Built a culture of high performance in the team by creating monthly, quarterly and yearly roadmaps to enhance processes for content creation resulting in accelerated growth in traffic by 45%, impressions by 40%, and social media followers by 15%.
- Crafted B2C and B2B marketing strategy by conducting market research, and analyzing consumer behavior and competition. Spearheaded a team of four to execute the plan nationwide leading to a 10% increase in branded search in one year.
- Led the product launch for Campus, an education platform for wedding professionals by devising messaging and positioning and delivered webinars, guides, landing pages, blogs, emails and SMS campaigns generating 10K+ page views in three months.
- Kickstarted a paid-partnerships channel with top Indian lifestyle and beauty brands like Innisfree and Triller, by identifying potential partners, negotiating terms and developing new ideas for collaboration resulting in a potential annual revenue of USD \$40K
- Created a public relations strategy to maintain thought leadership in Category A publications resulting in 65% SOV in six months.
- Developed an outbound marketing pipeline for high-value vendors by partnering with Sales leadership to create outreach material.
- Designed and executed brand campaigns with an external team for product awareness and recall across all channels.

Marketing Manager, FabHotels

Jul'18 - Aug'21

Hospitality tech startup valued at USD \$102 Mn funded by Accel Partners; founded by Wharton alumni

Gurgaon, India

- Collaborated with the product and growth teams to conduct 100+ user interviews and created strategic retention marketing content for emails, SMS, notifications, landing pages and rewards for various user cohorts increasing CTRs and DAUs by 45%
- Led proactive storytelling from ideation to execution for a 15L+ user base to ensure consistent messaging across all channels by collaborating cross-functionally with design, SEO teams and working closely with the Founders and Accel India director.
- Established the brand partnerships channels by identifying opportunities, collaborating with the legal team and leading negotiations with top brands such as Amazon, Swiggy, Paytm, GooglePay resulting in USD \$120K revenue in the first six months.
- Created creative campaigns generating a 30X increase in social media metrics; Recognized by SocialSamosa and Exchange4media.
- Owned all brand-building exercises across India through radio, OOH, influencers and digital films with budgets up to USD \$15K.
- Led public relations activities such as TV interviews, press releases, quotes, and media interviews to maintain a positive brand image.

Community Manager, TikTok

Sep'17 - Jan'18

Leading short format video app acquired by ByteDance for USD \$1 Billion

Gurgaon, India

- Second hire in Indian team; Led growth initiatives such as college ambassador program, celebrity influencer marketing and creator onboarding to drive adoption in Tier 2 cities through market research leading to a 5 Mn+ increase in user base in four months.
- Researched and developed creative marketing campaigns to diversify app content generating 15 Mn+ more views.

Brand Consultant, Beam & Words

Jan'16 - Sep'17

Strategic communications agency for top Indian brands

Delhi, India

- Conceived and executed creative offline and digital marketing strategies for top F&B, FMCG and fashion brands.
- Responsible for marketing budgets up to USD \$60K each for 10+ accounts. Led teams cross-functionally for the delivery of campaigns.

Marketing & Sales Manager, Branding Monk

Jul'14 - Dec'15

Creative brand studio for small and medium businesses

Delhi, India

- Scaled the business by converting 80+ clients through online campaigns and outreach generating USD \$25K in sales in 8 months.
- Created content and conceptualized design for videos and posts achieving 100% increase in followers for a leading NGO account.

EDUCATION

Post-graduation Certificate, Brand & Marketing Communication, MICA

2021

Eight Months Instructor Led Online Course

Economics Hons, Delhi University

2014

Member of SIFE (Students of Free Enterprise) and the Economics Society

Class XII, 93.5%, Apeejay School

2011

Scholar for five consecutive years. Appointed as the School's Cultural Head and District Representative for Delhi Rotary Club.

ADDITIONAL

Courses: Integrated Marketing Communications by IE business school in 2020

Tools: Growth Tools: CleverTap, Google Analytics | Social Media Tools: Hootsuite, Sprout Social, Buffer, Sked | SEO Tools: SEMRush

Volunteer: Coached low-income students for Teach For India in 2013