

Ritu Yadav

Brand Manager

Contact

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Education

2015 to 2018

Bachelors of Business Administration
(Marketing)

Himalayan University

2013 to 2015

International Baccalaureate® (IB)
Diploma Programme (DP)

GD Goenka World School

Expertise

- Social Media Management
- Digital Marketing
- Vendor Management
- Media Buying
- Influencer Marketing
- Events Planning
- Marketing Strategy
- Campaign Management
- Project Management
- Content marketing
- Public relations
- Brand development
- Lead generation

PROFILE

Results-driven Brand Manager with 5+ years of experience in developing and executing successful brand strategies. Proven track record of driving growth and increasing brand awareness through strong analytical skills, marketing, influencer marketing, events sponsorship, product development, and campaign management. Skilled in leading cross-functional teams and communicating effectively with internal and external stakeholders.

Brand Marketing | Digital Marketing | Event Planning | Media Buying | Social Media | Traditional Marketing

KEY ACHIEVEMENTS

- Managed 33+ Clients
- Worked with National and International Client
- Increased revenue by 35%
- Managed Budget of 4 Cr
- Managed team 30+ members

Experience

July 2018 - Present

SEO Tech Experts, Gurgaon

Brand Manager

- Launched brand awareness campaigns across digital media, PR and partnership marketing, resulting in a 33% increase in sales
- Successfully managed multiple clients, including Proveen, The Healthy Cup, Pristyn Care, Grocers Local, M3M, Bonhoeffer, Apna Chemist, MINISO & Many More.
- Achieved a 25% increase in website traffic and a 40% increase in online conversions through the implementation of a comprehensive digital marketing strategy..
- Successfully launched and managed influencer marketing campaigns that resulted in a 50% increase in brand engagement and a 25% growth in social media followers.
- Implemented a customer retention program, resulting in a 15% increase in customer loyalty and a 15% decrease in customer churn rate.
- Negotiated and secured strategic partnerships with key industry influencers and organizations, expanding brand reach by 30%.
- Implemented data-driven marketing strategies, improving marketing ROI by 25% and increasing customer acquisition by 20%.
- Increased brand awareness by 20% through a series of targeted marketing campaigns.
- Managed a budget of 4Cr+ and consistently delivered results that exceeded expectations and resulted in 3x revenue.
- Collaborated with external agencies and partners to develop and execute integrated marketing campaigns.
- Built and maintained strong relationships with key stakeholders, including internal teams, partners, vendors and customers.
- Developed and implemented a social media marketing strategy that increased engagement by 200% and drove website traffic by 30%.
- Worked with B2B brand "Bonhoeffer" to optimize their global marketing plan, resulting in a 29% increase in sales in 2021-22 with fair presence in Peru, Brazil, Paraguay, and Guyana
- Proven ability to create and execute successful integrated marketing campaigns across diverse channels, including social media, influencer marketing, PR, media buying, offline events, and brand activations.

Language

Spanish Ab - Natio

French Ab - Natio

INTERESTS

- ▶ Traveling and exploring new cultures
- ▶ Volunteer Work/Community Service
- ▶ Playing piano
- ▶ Photography

SOFT SKILLS

- Strategic thinking
- Problem-solving
- Analytical
- Collaborative
- Attention to detail
- Leadership
- Critical thinking
- Adaptability

TOOLS/SOFTWARES

Google Ad-words • Google Analytics • Canva • Hootsuite
• HubSpot • Facebook Ads Manager • Shopify • CMS •
Google alerts • Mailchimp

COURSES

- Google Digital Marketing & AdWords
- Digital Marketing Course
- Luxury Branding - Udemy
- Brand & Marketing Management- London Business School
- Retail - Brand & Marketing Management

INTERNSHIPS

Event Coordinator, RK Events & Entertainment, Delhi

JUNE 2015 – AUGUST 2015

Operation Executive, Munjal Kiriu Pvt.Ltd, Manesar

MAY 2016 – AUGUST 2016

Business Development, Blue Dart, Delhi

JUNE 2017 – AUGUST 2017

SUCCESSFUL ACQUISITIONS

- Miniso (18-2020)
- VLCC (19-2021)
- M3M (2019)
- Pristyn Care (2019)
- The Healthy Cup (19-2020)
- AIG Healthcare (2020)
- Astro360 (21-2022)
- Bonhoeffer (2022)
- Apna Chemist (22- 2023)

ADDITIONAL ACHIEVEMENTS

- National Cadet Corps (NCC)
- University of Cambridge - ESOL Level A2
- International Award for Young people (IAYP) -Silver
- Seigo-Kai Karate-DO Association Of India
- Global Youth Service Day (GYSD)
- National Science Olympiad (NSO)
- IPSC - Badminton -State level
- IPSC - Basketball - State Level