

SONAL TANWAR

Senior Brand Executive

CERTIFIED Brand Executive bringing 2+ years of professional experience, developing and implementing successful brand strategies.

Proficient in driving brand awareness, enhancing customer engagement, and achieving marketing objectives. Strong expertise in market research, campaign management, and brand communication.

Skilled in leveraging digital marketing channels to maximize brand visibility and ROI.

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New Delhi, India

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EDUCATION

Bachelor of Journalism and Mass Communication

GURU GOBIND SINGH INDRAPRASTHA

UNIVERSITY

Aug. 2017 – Sept. 2020

SKILLS

Brand Strategy

Market Research

Social Media Management

Brand Positioning

Digital Marketing

Content Creation

Campaign Management

Market Analysis

Budget Management

Public Relations

Editing & Proofreading

Copywriting

Brand Development

CRM

Google Analytics, AdWords

ATL, BTL, TTL

Adobe Photoshop

Canva, Coral

HTML, SQL, JAVA

SEO, SEM

Microsoft PowerPoint

QuarkXpress

LANGUAGES

English: Professional

Hindi: Native

Spanish: Basic

WORK EXPERIENCE

CLOVIA (RELIANCE RETAIL) | SENIOR BRAND EXECUTIVE

Dec. 2021 - Current

- Managed and strategized 14 social media and digital channels (including Instagram, Facebook, YouTube), resulting in a remarkable 37% increase in brand presence
- Led the successful execution of 25+ product campaigns, collaborating with 800+ fashion influencers to drive a 42% sales increase across multiple countries
- Managed 50+ online & store events, theme launches & TVC campaigns, engaging with influencers & clients to promote brand awareness & product knowledge
- Established strong partnerships with marketplace giants such as Flipkart, Amazon, Myntra, Nykaa, and Purple achieving a 30% increase in product reviews and executing 20+ impactful video promotions
- Analysed engagement metrics, developed and executed weekly social media plans, including content calendar creation
- Established relationships with 900+ YouTube fashion vloggers, resulting in a 30% increase in engagement on Clovia's YouTube channel and a 40% growth in sales
- Independently supervised a mega-brand re-launch, encompassing social media planning, event launches, and promotional initiatives.
- Secured alliances with 10+ prominent fashion brands and 20+ moderate fashion brands through vouchers, sample insertions, and social media giveaways
- Oversaw packaging, catalogues, and vendor coordination for Clovia GT & Reliance

LEGAL RAASTA PVT. LTD. | CONTENT WRITER

Jul. 2021 - Dec. 2021

- Authored 30+ high quality, plagiarism free articles per month on legal topics, adhering to SEO guidelines
- Crafted 30+ scripts for the company's YouTube channel
- Assisted in proofreading content from interns for publication

INTERNSHIPS

THE ROLLING PLATE | DIGITAL MARKETING INTERN

Feb. 2021 - May 2021

- Managed 13+ social media accounts, creating engaging and original content for major clients
- Implemented editorial calendar for timely and relevant posts, resulting in increased engagement
- Acquired 15+ new clients through email marketing and LinkedIn connections
- Conducted keyword research, tracked trends, and devised successful social media campaigns

SOCIO SAP | DIGITAL MARKETING INTERN

Dec. 2020 - Jan. 2021

- Implemented Network Marketing strategies, increasing platform audience by 20%
- Developed unique content for clients, improving online presence and brand awareness
- Utilized Google Analytics to generate valuable insights, driving organic traffic to the social media platform
- Orchestrated copywriting for social media promotion, including pamphlets and brochures

ATRASKI | DIGITAL MARKETING INTERN

Sept. 2020 - Nov. 2021

- Conducted market research and created content for multiple social media platforms, targeting 7+ colleges and 4 NGOs
- Developed user acquisition strategies, resulting in the generation of 15+ leads
- Implemented new marketing strategies and campaigns to enhance brand awareness, while also creating 10+ posters and managing the social media calendar

TIMES OF INDIA | CONTENT WRITING INTERN

Jun. 2019 - Aug. 2019

- Created high-quality and plagiarism-free content for news columns, including 7+ articles on recent affairs and miscellaneous topics
- Proofread and edited content from various news agencies, ensuring accurate and polished publications

PUNJAB KESARI | EDITORIAL INTERN

Jun. 2018 - Aug. 2018

- Conducted research and interviews on various topics, including DU admissions, metro travel issues, and crimes in Delhi, authoring related articles
- Gained proficiency in newspaper creation by utilizing QuarkXPress 8.5 to create "The Current Times"
- Proofread news articles from agencies and enhanced news headlines for publication