

SWATI CHAUHAN

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Marketing and Dynamic Social Media Strategist with a proven track record of driving successful campaigns for brands. Adept at creating and executing comprehensive social media strategies, conducting in-depth market research, and optimizing campaign performance. Known for exceptional attention to detail, analytical acumen, and strong time management skills. Successfully collaborated with renowned organizations such as Miles Education, USMLEsarhi, Mygov.in, Bluekraft Digital Foundation, Strinama, Kalinga University, Monad University, The Grand Venice Mall, Entertainland Mall SPAR Nigeria, Landmark Nigeria, Canon (India & Australia), Educomp, HT Media, John Player, Nokia, Samsung, and Lenovo. Excels both independently and as part of a team in fast-paced environments.

SKILLS

- Social Media Management
- Strategic Planning
- Business Development
- Designing Skills
- Project Management Skills
- Communication Skills
- CRM Tool
- Adobe suits (Photoshop, Illustrator, Canva)
- Word Press/HTML/CSS
- MS Office (Word, Excel, and PowerPoint)
- Ability to Multitask
- SEO/SMO
- Email Marketing Tools
- Google Analytics

EDUCATION

2023-2023

DIPLOMA IN PERFORMANCE MARKETING

YOUNG URBAN PROJECT, LIVE CLASSES

2021-2022

DIPLOMA IN DIGITAL MARKETING

DIGITAL DEEPAK, LIVE CLASSES

2005-2006

DIPLOMA IN GRAPHICS WITH SPECIALIZATION IN ADVERTISING FOR PRINT

ARENA MULTIMEDIA, PREET VIHAR, NEW DELHI

2002-2005

BCA (BACHLOR IN COMPUTER APPLICATION)

ITS MOHAN NAGAR (CCS UNIVERSITY)

2001-2002

INTERMEDIATE (PCM), UP BOARD

MARKS – FIRST DIVISION (63.2%) WITH DISTINCTION IN CHEMISTRY

2001-2002

HIGH SCHOOL (PCM), UP BOARD

MARKS – SECOND DIVISION (56.5%) WITH DISTINCTION IN DRAWING

EXPERIENCE

29 APR 2024 – PRESENT

PROGRAM MANAGER, MILES EDUCATION PVT LTD., INDIA

- Lead efforts to grow the business and reach new markets.
- Create marketing plans to increase brand awareness.
- Build and maintain partnerships with agencies around the world to ensure a steady supply.
- Manage the Doctors' Pathway to the USA program, helping medical professionals transition to the U.S. healthcare system.
- Work closely with different teams and partners to achieve common goals.
- Analyse market trends to find new opportunities for growth.
- Manage project timelines, budgets, and outcomes to ensure everything runs smoothly.

1 FEB 2022 – 31 MAR 2024

VP MARKETING, USMLESARTHI, ARIZONA, USA

- Developing and implementing a cohesive marketing plan to increase brand awareness
- Setting current and long-term goals for internal teams
- Build relationships with media and stakeholders through creative PR strategies
- Monitor all marketing campaigns and improve them when necessary
- Prioritize marketing projects and allocate resources accordingly
- Prepare regular reports and presentations on marketing metrics for the CEO
- Conduct market analysis to identify challenges and opportunities for growth
- Provide guidance and ideas to organize effective marketing events
- Forecast hiring needs for the Marketing department
- Participate in the quarterly and annual planning of the company's objectives
- Track competitors' activities

1 FEB 2019 – JAN 2022

FREELANCER (SOCIAL MEDIA MARKETING CAMPAIGN)

- Worked with several clients on the retainer basis. Helped the brand to increase the visibility and revenue.
- Worked for MASTIIIZONE (NCR), Political campaigns
- Facilitate and promote daily social media conversations.
- Monitored online buzz to guide campaign maintenance strategies and assess effectiveness.

1 OCT 2017 – 21 JAN 2019

SR. ASSOCIATE (GRAPHICS & SOCIAL MEDIA), BLUEKRAFT DIGITAL FOUNDATION, NEW

DELHI, INDIA

- Developed and implemented comprehensive social media strategies in order to increase brand awareness and website traffic.
- Significantly increased organic traffic on multiple social media channels by 3,000% within 2 years.
- Worked with creative teams during creative development for campaigns.
- Monitored online buzz to guide campaign maintenance strategies and assess effectiveness.
- Identifying powerful keywords to drive the most valuable traffic.
- Design the info-graphics and social media banners.

20 MAR 2017 – 30 SEP 2017

GRAPHIC DESIGNER, MYGOV.IN AND BLUEKRAFT DIGITAL FOUNDATION ON PAYROLL OF TSD CORP LTD., NEW DELHI, INDIA

- Facilitate and promote daily social media conversations.
- Worked with creative teams during creative development for campaigns.
- Monitored online buzz to guide campaign maintenance strategies and assess effectiveness.
- Design the info-graphics.

JUN 2015 – OCT 2016

ONLINE MARKETING MANAGER, ARTEE INDUSTRIES, LAGOS, AFRICA

- Maintained social channels to improve business performance and increased the business sale 25%.
- Developed social media architecture for organization.
- Managed successful execution of social media campaigns like – Father’s Day, Black Friday and Christmas with two new store and 1 mall launch.
- Manage website pages, Mobile Sites & Apps
- Worked with content team, SEO team, SMO team, development team, and designer and category managers.
- Evaluated the effectiveness of campaigns.
- Educated team members on media strategies and insights.
- Analyzing keywords and SEO techniques used by competitor.

22 FEB 2012 – 30 NOV 2014

ASSISTANT MANAGER, HT BURDA MEDIA LTD, GREATER NOIDA, INDIA

- Created, developed and produced designs for online and print media.
- Attended and contributed to marketing team meetings.
- Worked within a creative team of 10 designers.
- Created web-ready elements for both web and social media.

03 MAY 2010 – 28 APR 2011

ASSOCIATE MANAGER- SUPPORT ONLINE, EXPRESS KCS MEDIA, GURUGRAM, INDIA

- Manage workload independently, meeting deadlines consistently.
- Work closely with project managers and marketing team to meet project objectives and deadlines.
- Concept and create practical creative solutions to meet marketing and creative objectives.
- Supervised the workflow of creative team, including designers, production artists and writers

31 MAR 2006 – 12 OCT 2007

GRAPHIC DESIGNER, ISHIR INFOTECH PVT LTD, NOIDA, INDIA

- Collaborate with Graphic Artist to create and integrate compelling animations.
- Partner with the Game Producer/Designer to ensure project deliverable is met.
- Keep abreast of emerging technology, techniques, trends and styles from both a graphical and industry perspective. Sharing this knowledge in an effective and timely manner.
- Lead and mentor other animators (Interns) to build internal capabilities with animation techniques.

- Created web-ready elements for both web and social media.

FREELANCE PROJECTS

EMAIL MARKETING, KALINGA UNIVERSITY, SOCIAL MEDIA BANNER

LEAD GENERATION, MONAD UNIVERSITY, SOCIAL MEDIA BANNER AND CONTENT

SOCIAL MEDIA OPTIMIZATION, EDUNIAL INFOTECH, ENTASIS GLOBAL, MACKEREL SOLUTIONS, XANGUARD

WEBSITE DESIGN/DEVELOPED WORDPRESS, MACKEREL SOLUTIONS, XANGUARD

ACCOMPLISHMENT

- Extended and maintained a comprehensive social media strategy that enhanced brand visibility and media traffic by 50%.
- 20% increase in the company's profit for the year 2015-2016 despite the effect of recession in SPAR.