



ANUSTHA RAJ

Passionate Marketer | Marketing Wizard | Creative Strategist | Digital Marketing Enthusiast

SUMMARY

Sales and Marketing professional with 3 years of work experience across end to end channel marketing management, strategy, digital marketing, 360 degree marketing, brand management, experiential marketing and sales.

CONTACT DETAILS

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SKILLS AND ABILITIES

- Marketing Management
- Social Media Marketing
- Digital Marketing
- Event Marketing
- Promotions
- Product Marketing
- Business Strategy
- Sales
- Brand Management
- Experiential Marketing

SYSTEMS

- Reddit Dashboard
- Darwin Box
- Slack
- Clearsite
- Salesforce - CRM
- Canva
- MS Office Applications
- Social Media - LinkedIn, Facebook, Twitter
- SAP
- Flexcube
- Photoshop
- SEISMIC
- Sailpoint IdentityNow

EMPLOYMENT HISTORY

Senior Account Strategist

Regalix (Client Reddit)

2021 - till date

- Cover EMEA Region for campaign execution and Assisting in building out the media plans based on campaign goals & Objectives
- Build (or assist in building) creative trackers required in setting up the campaigns . QC campaigns once they are set up to ensure its inline with the creative tracker and contract.
- Campaign Optimization & budget (revenue) realization. Work closely with implementation (trafficking) teams to implement approved recommendations.
- Generate reports to troubleshoot/resolve third-party reporting discrepancies or campaign/creative issues
- Partner with the creative team to create posts that are sharp, memorable, and effective at prompting readers to take action
- Analyzing business performance and marketing channels on a daily, weekly, monthly, quarterly and yearly basis across all consumer touchpoints.
- Exploring the potential value of social media sites that are not yet in our repertoire.
- Plan and execute a strategy that is not only engaging but also in line with the brand's image and objective.
- Lead the development and execution of best-in-class earned social and community strategies and social aspects of integrated marketing and communications campaigns.
- Manage the daily creation, publishing, and posting of content across all social platforms.
- Lead social strategy development/provide social-related counsel for all product launches, collaborations, and special projects
- Maintain brand consistency across all social channels.
- Develop and maintain social media monitoring and community management, working closely with client sponsors to effectively manage community and customer engagement and response.

Marketing Specialist (B2B and B2C)

MG MOTOR (MORRIS GARAGES) - DELHI

2020 to 2021

- Worked on assignments in Experiential Marketing and Branding as a part of the both marketing teams.
- Coordinated events such as AutoExpo 2020, Liverpool event, Managed Experience on the wheel (Project), and MG experiential zone at New Delhi Airport.
- Planning & Implementation of quarterly marketing activities up to \$200,000 approximately budget (online and offline) and sharing status report results – ROI, Footfall, Request test drive, Queries, Impressions, Clicks etc.

EDUCATION

ICFAI HYDERABAD- Marketing and Operations Management (MBA) (MBA), 2016 - 2018

BBA Marketing
UNISON Dehradun
2013 - 2016

NISM Certified Diploma in Bharatnatyam
Stage performance (Indian Classical Dance)

LANGUAGE

Hindi : Native
English : Fluent

REFERENCES

Available on request.

- Coordinating with agencies and suppliers to execute marketing Activities such as Expo, Liverpool event, MG events with more than 200 people gathering, MG Product driven content and campaign etc.
- As a part of the Branding team, managed Product Creative, and dealt with Dealership request. Led shield+ (MG Product) promotional campaign, coordinated with sales, digital, dealerships, the customer (for testimonials), and creative agency.
- Coordinated with Design Team's and supporting all design-related projects, from creating a designer's brief/concept to controlling and reviewing the design submittals and completion

Relationship Manager

Kantar, IMRHDFC BANK - Delhi
2018 to 2019

- A performance-driven professional; offering 1 year of experience in the Banking sector with a key focus on bottom-line profitability
- Front-led major role in cross-selling services products such as Insurance, Loans and so on to the clients
- Outstandingly successful in spearheading customer-centric operations; resolved customers' complaints /issues pertaining to the products; assessed the customer's feedback and evaluated areas of improvements to tune up the business strategies

Market Research Intern

Kantar, IMRB
Feb 2017 to June 2017

- Exhibited excellence in conducting research on products, markets and competitors; modifying and submitting the detailed reports basis analyses of complex data and numbers
- Skills in conducting primary and secondary research, client briefing, survey, quantitative and qualitative analysis, report writing and presentation.
- Capabilities in working on Heat maps, game boards, briefing, significant testing, pilot interviews, field work and Questionnaire

Projects

2013 -2018

PEPE JEANS

Conducted Market Survey and interviewed Head Manager, Sales Manager, on Pepe Jeans as how they started their business, established and maintained brand name, what are the areas they mainly focused on and what is the feedback of people for Pepe Jeans brand.

HOTEL MANAGEMENT PROJECT

Conducted a survey on Pune hotel as how do they work, what are the benefits they are availing and the management issues they are suffering from. Proposed possible solutions as well.