

SWATI CHAUHAN

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Creative and performance-driven Social Media Strategist capable of working successfully independently or in a team. Experienced in developing comprehensive social media plans and strategies performing market research, and monitoring the performance of promotional campaigns. Possess strong attention to detail, great analytical skills, and well-developed time management abilities. Worked with well-known brands like - **Kalinga University, Monad University, Mygov.in, The Grand Venice Mall, Entertain land Mall SPAR Nigeria, Landmark Nigeria, Canon India, Canon Australia, Educomp, Bitequest, HT Media, John Player, Nokia, Samsung and Lenovo.**

SKILLS

- Social Media Management
- Strategic Planning
- Business Development
- Adobe suits
- Word Press
- HTML/CSS

EXPERIENCE

Feb 2021 – Present

VP- Marketing, USMLESarathi, Arizona, USA

- Creating a marketing strategy and plan
- Designing, planning, and executing effective marketing campaigns in line with the plan & determining and implementing metrics to measure campaign effectiveness
- Building brand awareness and generating innovative ideas to promote the brand/product
- Creating content strategies based on business objectives, category focus, and audience segments across all channels.
- Designing and coordinating promotional campaigns, PR, and other marketing efforts across channels.
- Building a high performing marketing team and ensuring effective coordination with other teams.
- Keeping updated on market trends & competitor strategies.

MARCH 2017 – JAN 2019

SR. ASSOCIATE - 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.
- 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

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 – Fathers Day, Black Friday and Christmas with two new store and 1 mall launch.
- Evaluated the effectiveness of campaigns.
- Educated team members on media strategies and insights.
- Stayed up-to-date on social media trends.

FEB 2012 – OCT 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.

MAY 2010 – APR 2011

ASSOCIATE MANAGER, 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.
- Continuously gather inspiration and provide digital innovation ideas to Marketing partners and Creative peers.
- Supervised the workflow of creative team, including designers, production artists and writers

JAN 2009 – JAN 2010

UI DESIGNER, DIGINATIVES CONTENT SOLUTION PVT. LTD, GURUGRAM, INDIA

- Collaborate with product management and engineering to define and implement innovative solutions for the product direction, visuals and experience
- Conceptualize original ideas that bring simplicity and user friendliness to complex design roadblocks
- Create storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas
- Present and defend designs and key milestone deliverable to peers and executive level stakeholders
 - Establish and promote design guidelines, best practices and standards
 - WON the "Nokia Innovation Award" for the company on Mobile Application.

NOV 2007 – DEC 2008

GRAPHIC DESIGNER, CANON INDIA PVT. LTD, NOIDA, INDIA

- Produced high-performing creative concepts with emphasis on annual business growth
- Supported sales representatives with creative concepts to gain new business
- Participated in creative and business strategy meetings with marketing team, internal stakeholders & clients
- Designated traffic coordinator for all department jobs to ensure optimum performance and delivery

OCT 2005 – 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 insure 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.

EDUCATION

CERTIFIED DIGITAL MARKETING DIPLOMA, DIGITAL VIDYA

DIPLOMA IN GRAPHIC DESIGN, ARENA MULTIMEDIA

2002-2005

BCA, ITS MOHAN NAGAR

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.