

RICHA CHAUDHARY

Marketing Associate

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PROFILE

- Detail-oriented Marketing Associate with experience in market research, created compelling marketing materials, managed social media accounts, and executed campaigns.
- Dual-specialized in Marketing and Business Analytics, eager to apply my strategic mindset, analytical skills, and marketing expertise to contribute to organizational growth and success. Recognized for driving client success through data-driven strategies and stakeholder management

EDUCATION

Bharatiya Vidya Bhavan's Usha & Lakshmi Mittal Institute of Management (BULMIM), New Delhi	2024
Post Graduate Diploma in Management (PGDM)	
Institute of Management Studies, Ghaziabad	2019
Bachelor's of Business Administration (BBA)	
All Saints' College, Nainital	2016
Higher Secondary (ISC)	
Digital Vidya	2022
Certificate course in Digital Marketing	

WORK EXPERIENCE

Marketing Associate | BharatRohan Airborne Innovations Pvt Ltd | Gurgaon Feb'24 – Jun'24

- Conducted comprehensive market research to identify trends and opportunities, while assessing customer needs; Planned cost-effective campaigns to enhance brand presence; Created compelling content for proposals, presentations, blog posts, press releases, social media and promotional materials; Managed and optimized social media accounts, and increased engagement through targeted content and interactions; Utilized consumer data analysis to enhance campaign strategies; Handled administrative tasks including scheduling and database maintenance

Executive - Client Servicing | IOS Sports & Entertainment | Delhi Feb'20 – Dec'20

- Generated leads; Designed corporate event proposals; Identified sponsorship opportunities for partnered athletes with companies like AirAsia and Herbalife Nutrition; Built strategies for athletes and their sponsored brands to increase their presence; worked closely on Tokyo Olympics 2020 and Goa National Games 2020; Handled and oversaw government tenders process for events on online and offline channels, monitored and analysed relevant opportunities, prepared comprehensive event presentations and submitted bids

INTERNSHIP

Social Media Intern | Brand Samosa | Noida May'23 – Jul'23

- Managed 6 high-value clients; Increased their brand presence on LinkedIn by 20% within 2 months; generated over 200 qualified leads on an average for each client per month, making a significant contribution to their respective company revenues. Leveraged tools like Sales Navigator and LinkedIn Analytics to build strategies and monitor performance on LinkedIn

Digital Marketing Intern | How To Abroad | Delhi Apr'22 – Jun'22

- Created and implemented impactful social media content and strategies for company's [Instagram](#), [Facebook](#), and [Youtube](#) page/channel; Increased brand presence and achieved a 30% increase in engagement and 20% increase in followers
- Carried Instagram live sessions from company's official Instagram account and collaborated with influencers leading to a 40% increase in follower interaction; Generated more than 200 leads on social media

PROJECTS UNDERTAKEN

Udayan Care's Bottom of the Pyramid Project (BOPP) Oct'23

- Worked on BOP Project in the company's fund-raising department. Created database of companies involved in CSR activities and designed strategies and ideas to raise funds

FHV Vorarlberg, Austria Feb'23

- This is a cross-cultural exchange program hosted by the college as part of the curriculum, for Indian and visiting Austrian students. Apart from chaperoning the Austrian students in Indian culture, part of the program involved conducting research on Indian and Austrian weddings, analysing them from a financial perspective and summarising it into a report. It was an insightful experience with extensive knowledge about Austrian culture

INDUSTRIAL VISITS & ACADEMIC PARTICIPATIONS

- Visited Yakult Danone (India) Pvt Ltd's factory at HSIIDC, Sonipat on 7th Jan'23 to understand the operations, processes of production and packaging of Yakult
- Attended Mr Sandeep Ahuja's guest lecture on Sales. He is the Vice President of Radical Books Pvt Ltd. It was an insightful lecture where he gave insights on branding and marketing strategies essential for an organisation

POSITIONS OF RESPONSIBILITY

- Part of the management team of Convocation Ceremony, BULMIM
- Part of the organization team of HR Seminars, BULMIM
- Co-ordinator of the Marketing Club – Achiviya, BULMIM
- Part of Model United National Conference in General Assembly, IMS'16
- Sports Captain – All Saints' College'16

SKILLS

Client Relationship Management | Stakeholder management | Analytics & Reporting | Cross Functional Collaboration | Leveraged Productivity tool - Hubspot, Zoho | Data Analytics | Operations | Product Management | Digital Marketing | Sponsorships & Investment Management | Strategist Planning | Marketing Analytics | Personal Branding | Marketing Automation | New Business Development | Market Research | Competitor Analysis | Opportunity Identification | Performance Reporting | Marketing Strategy | Content Creation - Presentations, Proposals, Press Release, Promotional Material, Blogs Post | Promotional Activities | Social Media Management | Database Management | Excel | SPSS | Canva

OTHER ACTIVITIES

- Own and manage an Instagram account – crazy_pawss_world
- Fond of Indian classical music and know how to play Sitar
- Enjoy going on treks and travelling
- An athlete and enjoys playing Badminton, basketball and cricket