

Aishwarya Rajesh Poduval

Phone- 9764999135

E Mail: aishwaryaa.poduval@gmail.com

Summary

Results-driven marketing professional with 6 years of experience in strategic marketing, brand development, and executing innovative campaigns that enhance brand visibility and revenue. Expertise in digital marketing and fashion marketing, blending creativity with strategic planning to achieve impactful results. Recognized for exceptional leadership, analytical thinking, and adaptability.

Objective

To leverage my skills in digital marketing, social media marketing, and brand strategy to contribute to the growth and success of a forward-thinking organization.

Professional Expertise

- **Social Media Marketing:** Proficient in managing platforms like Facebook, Instagram, LinkedIn, and Twitter, creating engaging content, and analyzing performance metrics.
- **Digital Marketing:** Specializing in SEO, SEM, web design, and paid advertising to drive online engagement and lead generation.
- **Fashion Marketing:** Blending creativity and strategy to market fashion products, organize promotional campaigns, and boost sales.
- **Content Development:** Crafting engaging content for multiple platforms to captivate target audiences.
- **Leadership:** Building and managing teams to achieve organizational objectives.
- **Market Research:** Conducting in-depth analyses to identify trends and opportunities
- **Technical Skills:** Proficient in tools like Hootsuite, Buffer, Canva, and analytics platforms.

Certifications

- **Certified in Digital Marketing** by Digital Monk(IIDM), including a 4-month project on personal website creation and management, encompassing design, copywriting, SEO, SEM, and SMM.
 - **Google Ads Certification**
 - **HubSpot Digital Marketing Certification**
 - **Microsoft Ads Certification**
 - **MS Office Skills:** Proficient in Excel, Word, and PowerPoint.
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Work Experience

THE WEFT (Head Designer, Stylist, and Marketing Head)

- Directed integrated marketing campaigns to promote brand visibility and sales.
- Styled and curated collections for photo shoots and events.

THE CREATIVE TRUNK (Social Media Marketing Specialist)

- Designed and executed social media strategies, resulting in enhanced brand engagement and visibility.

HOUSE OF HIND (HOD and Creative Head)

- Led creative and marketing projects, ensuring brand alignment and market impact.

WHITE THREAD (Head Designer/Head of Marketing)

- Oversaw digital marketing initiatives and fashion campaigns, driving significant growth in client acquisition and retention.
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Education & Qualifications

BBA in Marketing

Ness Wadia College of Commerce

June 2014 – April 2017

Fashion Designing and Styling

International Institute of Fashion Design (INIFD)

July 2017 – April 2018

Digital Marketing Certification

Institute of Internet and Digital Marketing (IIDM)

Basic Makeup Certification

International Beauty School (ISAS)

12th (Commerce)

Ness Wadia College of Commerce

April 2012 – 2014

Skills

- Social Media Strategy and Analytics
 - Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
 - Content Development and Scheduling
 - Paid Social Advertising and Campaign Management
 - Digital Advertising and Web Design
 - Collaboration, Communication, and Adaptability
 - Client Acquisition, Negotiation, and Management
 - Team Leadership and Networking
 - Proficiency in Tools: Hootsuite, Canva, and Analytics Platforms
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Interests & Hobbies

Photography, Reading books, Teaching, Sketching, Travelling , Art