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|  AmandaAmanda.336964@2freemail.com  |
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| CAREER HIGHLIGHTS |  | * Trended worldwide at Rank #6 for the #KhulkeKheloHoli activity on Parachute Advanced
* Trended worldwide at Rank #17 for the #BeAllYouCanBe activity on Naari
* Campaigns featured in TOI, Zee News, India Times and Mumbai Mirror etc
* Winner of the ‘Fox Glove Award’ Regional & National for the campaign **Double Dholki**.
* Conceptualized the series **‘Game of Agencies’** which got recognized by Brand Equity, Buzzfeed, Adweek, Social Samosa, Mad over Marketing, Miami Art School & up to 42 other websites
* Worked on the **#FamilyJingalala #RapForAB #MaxJingalala** campaign for Tata Sky.
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| KEY SKILLS |  |

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| Strong Communication Skills | Quick Learner | Team Player |
| Brand Management & Content Marketing | Competent in Microsoft Office | Building a professional relationship at the work place |
| Experienced in Social Media Marketing | Strong drive & great determination | Team management & delegation of work |

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| EXECUTIVE SUMMARY |  | **CHIMP&Z INC** **Senior Copywriter & Strategist** **(March 2015 – January 2017)**  * Strategize and conceptualize Digital Campaigns for clients
* Oversee all content, strategy, plans and creative before it goes out
* Community building, content management
* Conceptualizing brand led blogs as well as blog management
* Active listening online and response management
* Social media support at live events
* Sending weekly, monthly and end of campaign performance reports for projects to clients
* Ensuring my team sticks to campaign and media deadlines
* Point of contact for SEO and SEM related queries
* Training and ensuring individual growth for each of my team members
* Working on pitches to acquire new business

**FRUITBOWL DIGITAL** **Copy Writer and Strategist** **(January 2014 – January 2015)*** Interacted with clients in a professional manner on a daily basis
* Handled ORM and consumer query management for Mumbai Metro
* Created content and executed campaigns for brands like Young Energy Savers, Curio Cottage, Film Heritage foundations’ etc.
* Consistently praised by management for the quality and timeliness of reports, attention to detail, exemplary customer service delivery and team-player attitude
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| EDUCATION |  | Degree in Mass Media (Advertising) – St. Andrews College (2013) |
| BRANDS HANDLED |  |

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| Tata Sky | Mahindra | Parachute | Livon | ONLY |
| Godrej Expert | Cadbury Bournville | Cadbury Perk | Mumbai Mirror | Lotus Herbals |
| Vacations Exotica | Aspen Watches | Star World | MyGlamm | Vero Moda |

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| REFERENCES |  | To be submitted upon request. |

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