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| Amanda  [Amanda.336964@2freemail.com](mailto:Amanda.336964@2freemail.com) |
| |  |  |  | | --- | --- | --- | | 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. | | KEY SKILLS |  | |  |  |  | | --- | --- | --- | | 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 | | | 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 | | EDUCATION |  | Degree in Mass Media (Advertising) – St. Andrews College (2013) | | BRANDS HANDLED |  | |  |  |  |  |  | | --- | --- | --- | --- | --- | | 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 | | | REFERENCES |  | To be submitted upon request. | |