

**PROFESSIONAL SKILLS**

Content Writing

Communications

Campaign Planning & Management

Event Management

Designing & Conceptualization

Budgeting

Public Relations

Social Media Management

Vendor Management

Website Development & CRM

**PROFICIENT IN**

MS Office

WordPress

Mail Chimp

Blog Spot

Photoshop (basic)

GoDaddy

**DETAILS**

DOB: 8th June 1992

Visa Status: Visit Visa

**PERSONAL INTEREST**

Reading

Blogging

Travelling

TEHREEN

ASSISTANTMANAGER MARKETING

**ABOUT**

I am an experienced Assistant Marketing Manager with a demonstrated history of working in the F&B Industry; seeking a full-time position in the same or similarly challenging role where I can apply my knowledge and skills for the continuous improvement of the Brand and myself alongside.



**WORK EXPERIENCE**

ASSISTANT MANAGER MARKETING

Jan 2019- Aug 2019

On boarding of 3rd party agencies for a 360 degree marketing approach. Conceptualization of an impeccable strategy to launch the brand in India. Ideation of a yearly campaign plan with timelines and channels of marketing- Print, Digital, TV, PR, Digital, Radio, Outdoors etc. Budgeting basis the campaigns outlined.



Defining the objective of social media for the brand for e.g.:- brand presence, lead generation, party bookings, engagement, increase followers etc. and fine tuning it.



Working closely with the PR team to identify and approach Food & Entertainment bloggers, Influencers & Socialites.



Planning, scheduling and directing photo & video shoots as per the need of the campaigns.



Approaching 3rd party portals and other brands for listings and possible collaborations.



Timely update and hygiene check of the 3rd Party platforms and Brand website.



Preparing MIS Reports for monthly reviews and comparison on the activations done and do their performance analysis



MARKETING EXECUTIVE

KA Hospitality Pvt Ltd | Dec 2016- Sept 2018

Responding to all the reviews and responses from 3rd party platforms like Zomato, Trip Advisor and in-house comments.



Conceptualization of the bi-annual marketing strategy and budgets for the brands PAN India.



Creating and maintaining timelines for the campaigns with the roles and responsibilities allotted and deliverables expected.



Briefing the creative agency with the collateral requirements (Easel, Backlit, Post card, Menu cards, Tent cards, WhatsApp creative etc). Vendor Management- Follow up with vendors for the production of all the marketing related collaterals.

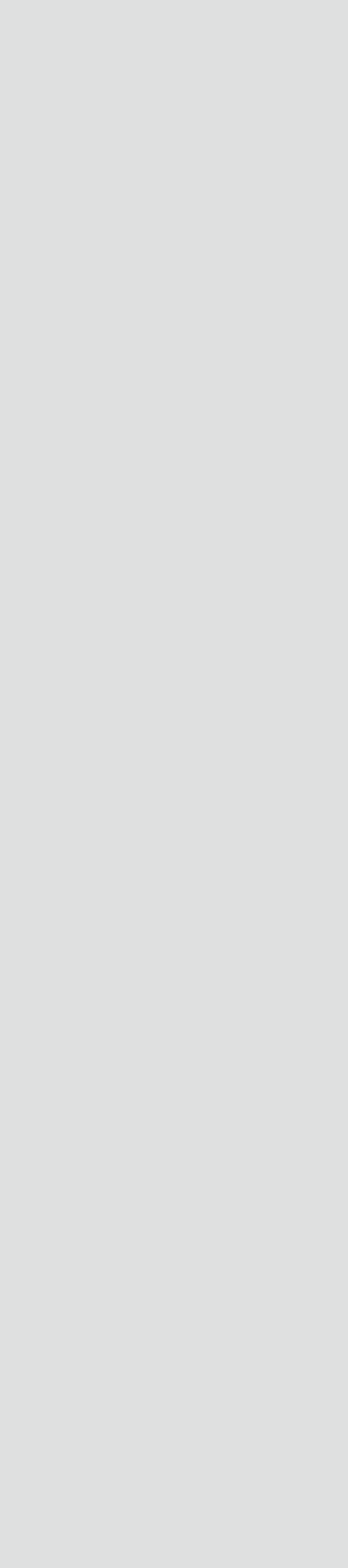


Co-ordinate with the Digital agency with respect to the Social Media Calendars and Insta-stories, E-shots and SMS.



Manage the shoots with creative approach by directing the style of photo/videography to be used keeping in mind the Brand guidelines.





**1 WEEK PROJECTS**

Sakal Media Group:

Learned the importance of each department in a news channel to get the final product printed and delivered.

Cheshire Homes:

Spend the week with gifted people to understand the difficulties they face on a day -to-day basis and helped them by making our time there count.

**AWARDS**

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Won 2nd position in Ad Mad Show at Oriental Institute & 3rd position at UKS Institute of Management. ·

Won 2nd position in Mehendi competition at Lala Lajput Institute of Management

**CONTACT**

**Email:** [tehreen-397101@gulfjobseeker.com](mailto:tehreen-397101@gulfjobseeker.com)

I am available for an interview online through this Zoom Link <https://zoom.us/j/4532401292?pwd=SUlYVEdSeEpGaWN6ZndUaGEzK0FjUT09>

Timely update and hygiene check of the 3rd Party platforms and Global website.



Calling in Influencers, Bloggers and Socialites for experiences to promote an existing campaign.



Planning & execution of events like Launch parties, Master classes etc. in sync with all the platforms.



Monthly management of payments to vendors and partners. Co-ordination with the Legal team on the renewal, termination and creation of fresh agreement for partners on board.



Preparing MIS Reports for monthly reviews of the activations done and the ROI generated.



Key campaigns:

The Art of Dim Sum 2017



Chinese New Year 2018 with celebrity designer Nachiket Barve Dragon Boat Festival 2017 & 2018 Macartune with Karan Johar 2018



Tropical Collection- #YauatchaOnWheels 2018



Patisserie Pop Up at We Work & IL&FS 2018



Brand video shoot for Hakkasan 2018



MARKETING EXECUTIVE

Spectrum Networks Solutions | Sep 2015- Sep 2016

Planning & Execution of all the Events PAN India.



Content Writing for all the introductory mailers of the partners for email marketing.



Conceptualization of any new offers, new partners on board or any new services through EDMs and promotional mails.



SMM activities through LinkedIn, WordPress and BlogSpot Coordinating with the graphic designer to get the Flyers, Brochures and Pamphlets designed



Key Accomplishments:

Handled the company’s website renovation project by sharing contents, giving inputs on the look and feel, handling the admin panel for updating contents and timely co-ordination with the Web Developer. (www.spectrumapac.com)



Attended the Juniper Event Goa 2016 as one of their core partner.



**INTERNSHIP**

MARKETING EXECUTIVE

Retail Detailz India Pvt Ltd | Sep 2014- Nov 2014

Designed partner pages for all the companies under Retail Support Group for IRF 2014.



Designed double spread Ad for Images Retail & Images Fashion Magazine for October, November & December Edition



Designed mailers for Diwali, Christmas and In-Store Division of the company.



Designed newsletters for Retail Detailz, Orah, Ecotek & Altius.



Designed email signature for the Retail Support Group.



MARKETING EXECUTIVE

Aasaan Jobs | May 2014- Aug 2014

Understanding the requirement of the companies seeking manpower and accordingly initiating search



Fixing up interviews of the candidates shortlisted and taking feedback on the same.



Posting ads online on websites like Monster, Naukri, Quicker etc



Maintaining Drop box and Data management.



Keeping the social networking sites updated.



**EDUCATION**

MASTERS IN BUSINESS ADMINISTRATION IN MARKETING & FINANCE

Oriental Institute of Management | 2013- 2015 Percentile 68%

BACHELORS IN ACOUNTING & FINANCE

K.B. College of Arts & Commerce | 2011- 2013 Percentile 77%