



Sneha Kumari

ASSISTANT MANAGER - MARKETING & COMMUNICATIONS

Profile

Dynamic marketing professional with over six years of experience, excelling in content creation and strategic communication. Proven track record in driving engagement through innovative campaigns. Adept at managing cross-functional teams and fostering collaboration, while maintaining meticulous attention to detail in all projects. Committed to cultivating creative environments that prioritize both team success and personal growth.

Employment History

Assistant Manager- Marketing & Communications, Infollion Research Services

SEPTEMBER 2024 – JANUARY 2025

- Created engaging content that resonates with the target audience and aligns with the company's brand image.
- Collaborating with cross-functional teams is essential to drive marketing campaigns that enhance visibility and customer engagement.
- Successfully created viral content achieving over 700k+ views, demonstrating a strong understanding of audience preferences.
- Developed cohesive branding for internal as well as external communication.
- Increased Instagram growth by 66%.

Group Creative Manager, PurpleBlue House

OCTOBER 2022 – FEBRUARY 2024

- Researched, ideated and created social media plans for the brand and clients
- Coordinated with designers and clients for smoother delivery of projects
- Created monthly reports and strategised on content planning
- Managed posting on social media accounts for the brand and clients
- Created 10+ pitch decks for clients and successfully converted
- Ideated and created brand image, voice and personality
- Ideated on the positioning of the brand's unique value proposition? SciArt
- Identified and collaborated with various designers, artists and science communicators
- Conceptualised creative ideas for various campaigns
- Wrote blogs and proofread content for the blog page
- Created marketing emailers for client campaigns
- Screened, shortlisted and interviewed candidates for different positions

Content Writer, Instahyre

JANUARY 2021 – FEBRUARY 2022

- Created the help centre for the website for agency recruiters and candidates
- Ideated and created the roadmap for content to make the resources website
- Ideated and created blogs for recruiters including but not limited to trending topics, recruitment tips, remote work tips, etc.
- Conducted interviews and curated content to build customer success stories
- Researched, ideated, and wrote an e-book on Technology and Recruitment
- Managed and oversaw the documentation for the content created for the resources page
- Proofread and edited the whitepapers, scripts, and research papers created by teammates under the 'buddy' program

Details

Gurugram

India



MyGlobAD

Skills

Adaptability

Teamwork

Communication

Analytical Thinking Skills

Content Creation

Strategic Communication

Cross-Functional Collaboration

Project Management

Creative Problem-Solving

Audience Engagement

Workflow Efficiency

SEO Best Practices

Content Creator, QuaQua Experiences Pvt. Ltd.

JUNE 2018 – DECEMBER 2020

- Managed and oversaw identification, research, and publishing experiences.
- Managed, oversaw, and coordinated several content production projects.
- Researched and created detailed scripts and storyboards for immersive 360 experiences.
- Managed and trained freshers in creative storytelling, scripting, storyboarding and content research and identification.
- Researched, scripted and produced 'Originals' stories for the firm based on thematic travel experiences.
- Oversaw quality check for all published content on the platform
- Research and identification of cities listed on the platform.
- Extensive research on cities to identify offbeat thematic travel experiences and compilation of the content and travel trivia.
- Identified and reached out to content creators around the globe.

Education

MA in Mass Communication and Journalism, Tezpur University

JULY 2016 – JUNE 2018

Bachelor of Arts, Panjab University

JULY 2013 – JUNE 2016

Diploma in Mass Communication and Video Production, Panjab University

AUGUST 2013 – JULY 2015

Certificate in Screenwriting, AAFT Online

MAY 2024 – DECEMBER 2024

Courses

Radio Jockey , Radio Madhuban

Public Speaking, Panjab University

Fundamentals of Digital Marketing, Google

Graphic Design Essentials, Canva

Teacher Essentials, Canva

Content Creation: Strategy and Tools, LinkedIn

Personal Branding on Social Media, LinkedIn

Social Media Marketing Tips, LinkedIn