

SHRUTHI SIVAKUMAR

SOCIAL MEDIA- BRAND STRATEGIST

SUMMARY

Experienced Social Media Strategist with 3 years in B2C/B2B, adept in product marketing and brand strategy. Proven success with 10+ brands, delivering impactful solutions. Proficient in delivering comprehensive solutions for impactful results. Eager to excel as a Brand Strategist in advertising and brand marketing.

WORK EXPERIENCE

SOCIAL MEDIA MANAGER

BRAVE NEW WORLD -BENGALURU | Full Time JAN 2024 - MAR 2024

- Managed social media presence for clients including Swadesh, Stanley, Black+Decker, and DEWALT.
- Developed social media strategies by curating trending briefs and ideating content buckets for social platforms.
- Collaborated with clients and internal teams on film campaigns and social campaigns to ensure alignment with brand objectives.
- Integrated with designers and copywriters to provide feedback and deliver client briefs, ensuring high-quality content and successful campaigns.
- Coordinated with clients as the first and last point of contact as an account manager, effectively solving problems and addressing client needs.

SOCIAL MEDIA EXECUTIVE

DENTSU CREATIVE -BENGALURU | Full Time FEB 2022 - DEC 2023

- Successfully managed and maintained social media presence for high-profile clients, such as Vedantu, Marks and Spencer, and NivaBupa, Visa, including curating daily content and content categorization strategies.
- Leveraged analytical skills to optimize social media performance on all major platforms resulting in increased engagement and top-of-mind awareness (TOMA) for clients.
- Demonstrated a keen strategic mindset by creating comprehensive plans for topical campaigns.
- Created Pitch decks for client presentations, and prepared detailed monthly and annual performance reports for campaigns with budgets ranging from 5L to 10L+.
- Developed and executed impactful campaigns, including ideation and ad film scriptwriting like Marks & Spencer Re-think films and Vedantu Wave 2.0 social launch, contributing to their brand success.

CONTACT DETAILS

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Bengaluru, Karnataka.

PROFESSIONAL SKILLS

- Content marketing
- Copywriting
- Brand strategy
- Market research
- Report generation
- Pitch deck creation
- Pre- Production
- Lead generation
- Digital Media Marketing
- Business development
- Client Relationship Management
- Social Media Marketing
- Product Marketing

TECHNICAL SKILLS

- Meta Ads
- MS Office Suite
- MS Excel
- Canva Designs
- Video Editing
- Video Production

COURSE CERTIFICATIONS

Content Marketing for Social Media- LinkedIn

Market Research Foundations- LinkedIn

Creative Camp Badge- Twitter

Marketing Copywriting for Social Media- LinkedIn

Fundamentals Of Digital Marketing- Google

SOCIAL MEDIA EXECUTIVE

CATALYST CREATORS- CHENNAI | Full Time Dec 2020 - Feb 2022

- Developed social media content strategies for diverse brands, ranging from local to international markets, including BombayBorough UAE & Srilanka, Bombay Brasserie, FC Madras, Monday Monk, Khemr Kitchen, Cafe de Paris, and Namma Filter Coffee.
- It has increased engagement and daily social media activity on social platforms through creative designs and compelling copy.
- Produced creative and engaging content, including videos, to boost social media interaction.
- Cultivated strong client relationships by deciphering their requirements to enhance brand presence.
- Managed ORM and conducted social listening to generate sentiment analysis.

DIGITAL MARKETING & BUSINESS DEVELOPMENT INTERN

ORAI ROBOTICS, BENGALURU | Aug 2020 - Nov 2020

- Collaborated closely with B2B clients to champion the integration of our cutting-edge AI chatbot solution, tailored to meet their specific needs.
- Executed highly successful email campaigns, strategically managing our brand presence.
- This resulted in significant organic lead generation on national and international fronts, ultimately contributing to the successful acquisition of key deals.
- Conducted engaging product demonstrations for AI chatbot on WhatsApp, customizing commercial solutions to match client specifications.

BRAND STRATEGIST

PIXEL DECK- CHENNAI | FREELANCE

- Led the complete creation of Pet Grooming - PET IT EASY's brand identity, including logo design and the development of a strategic online presence for the newly launched B2C brand and website.
- Formulated and executed a tailored social media marketing strategy, enhancing the brand's visibility and customer relationship management system.
- Played a pivotal role in client acquisition by actively contributing to client pitches, ultimately securing new clients for the startup.

DIGITAL MARKETING INTERN

LEVIA TECHNOLOGIES, NAVI MUMBAI | Jan 2020 - May 2020

- Conducted in-depth market research to pinpoint brand gaps within Elo Touch-based solutions, leading to the formulation of comprehensive product specifications and website content.
- Devised and executed targeted B2B product marketing strategies aimed at elevating product awareness and positioning.
- Leveraged advanced digital marketing techniques and conducted thorough competitor research to strategically enhance brand recognition in the market.
- Played a key role in the launch of the Posio Touch solution by crafting compelling website content and organizing a brand photoshoot, contributing to a visually impactful online presence.

EDUCATION

Advanced Branding & Communications

Specialization in Marketing Communication- Upgrad MICA, Ahmedabad | 2023
Understanding the Consumer Behaviour | Integrated Marketing | Brand Strategy

B-TECH : ELECTRONICS AND MEDIA TECHNOLOGY

Karunya Institute of Technology & Sciences, Coimbatore | 2016 - 2020