

SKILLS

- Account Management
- Project Management
- Client Servicing
- Email Marketing
- Pharmaceutical/ Healthcare Marketing
- Google Ads
- Web Content Management (CMS)
- Social Media Marketing
- B2B/B2C Marketing
- Marketing Automation

TOOLS

- Asana
- Basecamp
- Monday.com
- JIRA
- Microsoft Office Suite
- Canva
- SurveyMonkey
- VeevaVault / Internal Medical Review (iMR)
- Salesforce
- Hubspot
- Mailchimp
- Hootsuite
- Facebook Analytics
- Unmetric

WORK EXPERIENCE

Outpost379 |

Peterborough, ON

Account Executive

June 2021 - February 2022

- Managed the end-to-end development of print, email, social, and digital content for 3 leading national pharmaceutical firms: Janssen(Johnson & Johnson Pharmaceuticals), Omnipod and Alexion, across different product verticals (Gastroenterology, Diabetes, & Rare Blood Diseases, respectively).
- Assisted in the complete design & development of the PAAB approved website 'stelarahcp.ca', a microsite/web portal in English & French, both languages, for doctors who prescribe Janssen's 'Stelara' medication.
- Gathered & translated the client's business requirements & managed the flow of communication between the agency team members such as copywriters, programmers, studio, strategy & creative teams, and external partners to ensure that projects run smoothly within timelines and budgets, while following account procedures, workflows, legal advertising regulations and brand guidelines.
- Represented as the lead point of contact for all day-to-day communications with internal & external stakeholders, clients – throughout the production process, from infancy, planning, execution, evaluation, to maintaining documentation, preparing status reports, conducting weekly status calls, scheduling meetings, resolving team resource issues, suggesting recommendations, etc.
- Ensured the accurate and timely execution of program activities with legal and creative team members, well documented on Asana and VeevaVault on a routine basis to reinforce operational efficiency, deliver high quality work.
- Played a vital role in the retention of existing clients and increase trust with the new clients simultaneously.

TJX | Toronto, ON

Store Associate

February 2020 - July 2020

- Worked in 5 different departments across the store and helped to cross train others to help assist these departments.
- Assisted customers with purchases, inquiries, returns, and helped to promote credit and loyalty programs to over 500+ customers.

Kinnect | Mumbai, IN

Account Manager

November 2017- April 2019

- Managed digital, social media, retail, emailer and/or microsite content campaigns for major international real-estate and beauty brands such as Lodha Group, Sobha Realty, Raymond Custom Tailoring, Loreal and Schwarzkopf Professional.
- Executed the 1st ever interactive 4-part web-series in India for Real Estate Leader Lodha Group on YouTube. Campaign received over 300,000 views on YouTube in a span of 10 hours and was covered by major digital publications such as MadOverMarketing and BusinessWire.
- Acted as the brand custodian within the firm to educate cross-functional teams about the brand's practices, guidelines, briefs and drafted timelines, initial estimates, invoices, weekly project/campaign performance reports etc. to ensure learnings are applied to future campaigns.
- Utilized market and industry research, brand understanding, and real data to create strategies that helped increase average growth each month in engagement by 18% and average weekly reach by over 300%, with minimum media spends of \$25,000 month on month
- Fostered the online community via Online Reputation Management (ORM) efforts that involved monitoring, engaging and addressing user reviews, mentions, and complaints to enhance response and/or customer experience.
- Supported the team by ensuring that all client documents, notes, briefing materials, status reports and internal documents are organized, labeled, and uploaded to the shared server on a regular basis.

NantHealth | Boston, MA

Digital Marketing Executive

June 2016 - May 2017

- Worked closely with senior management and sales to execute & report on timely marketing initiatives that included event planning, email lead nurture, social & web analytics.
- Utilized Jira to help manage omnimarketing initiatives with other teams such as product management, sales, brand communications, etc.
- Executed email marketing campaigns to communicate with 450K+ providers with 22% open-email rate & curated statistics through A/B testing.
- Managed subscriber database, updated files and followed list upload guidance to ensure data quality, eliminated duplicated leads and maintained a repository of segmented audiences for targeting purposes.
- Controlled company's social media platforms; curated content & scheduled daily posts and generated reports on a monthly basis.
- Boosted click-rate performance by 18%, social interactions by 40%, & drove up organic reach by 33%.
- Kept up to date on email best practices and built & analyzed trend reports to create insights that helped drive content strategies including compliance with corporate global privacy (CAN-SPAM).

EDUCATION.....

Clark University | Worcester, Massachusetts

Kishinchand Chellaram College | Mumbai, India

Rachana Sansad School of Photography | Mumbai, India

MBA (Marketing)

B.Comm (Accounting)

Diploma - Photography