



MARIA BONELA

Assistant Manager Marketing & Communications

PERSONAL BACKGROUND

I am a digital native and a champion of social media marketing and creatives with a track record of creating and implementing successful marketing campaigns.

MARKETING SOFTWARE SKILLS

- LCB
- Google Ad
- SalesForce
- Sprinkler
- SEM Rush
- Wix
- Canva
- Crello
- Social Media Paid Marketing
- Kawping
- Koddy


GET IN TOUCH WITH ME

 +91 98863 24833

 bonela.2402@gmail.com

HOBBIES

 Reading

 Illustrative Painting

 Cooking

 Singing

CAREER AIM

To use my professional skills in dynamic and fast-paced work in the best way possible to achieve the company's goal. Making me build my skill and allowing me to make a scope for my growth.

WORK EXPERIENCE

MARRIOTT INTERNATIONAL (2016-2020)

Assistant Marketing & Communications Manager

- Social Media Management (Analyzing user engagement, Reporting on web traffic)
- Supporting SEO strategies by implementing keywords priorities
- Maintaining a Cohesive strategy for brand awareness
- Digital Marketing
- Marketing Strategies & Campaigns
- Corporate Communications
- Product Positioning & Branding
- Web & Print Content development
- Public & Media relations
- Development of Training Materials

Marketing & Communications Executive

- Act as the Brand custodian between the brand and the social platform
- Assist in day to day management of SEO, SEM strategy, implementation & monitoring
- Strategize and lead the execution, optimization, and measurement of all paid marketing
- Digital Marketing
- Marketing Strategies & Campaigns
- Corporate Communications
- Product Positioning & Branding
- Web & Print Content development
- Public & Media relations
- Marketing communications and advertising
- Content writing
- Social media marketing
- Internal & external corporate communications
- Press & Public Relations
- Crisis communication
- Creative design
- Influencer Marketing
- Managed online campaigns effectively driving brand awareness and engagement
- Increased traffic to social media accounts by 50%
- Social Media Management (Analyzing user engagement, Reporting on web traffic)

SKILLS

- Content Marketing
- CMS Experience
- CRM Skills
- E-mail Marketing
- Social Media Marketing
- Marketing Operations
- Budgeting
- Creative Designing
- Video Production
- Paid Social Media Advertising
- Business Communication Skills
- Project Management
- Business Development
- Brand Management
- SEO
- CPC & PPC
- Digital Marketing
- Public Relation

FOLLOW ME

 [facebook.com/mariahrihana.bonela/](https://www.facebook.com/mariahrihana.bonela/)

 [linkedin.com/in/maria-bonela](https://www.linkedin.com/in/maria-bonela)

 [instagram.com/mariasartscape//](https://www.instagram.com/mariasartscape//)

GET IN TOUCH WITH ME

 +91 98863 24833

 bonela.2402@gmail.com

PERSONAL DETAILS



24th FEBRUARY 1993



Roman Catholic



English, Hindi, Telegu, Bengali,

WORK EXPERIENCE

CORAZA TECHNOLOGIES- TAPZO (2015- 2016)

Brand Expert

- Email Marketing
- Content Creation
- Mobile Optimization
- Optimize Website Content
- Brand Consultation

[24]7. ai: [CITI BANK] (2013- 2014)

Social Media Interactive Advisor

- E-mail Marketing
- Social Media

MCK OFFICE SOLUTIONS [FREELANCE]

Marketing & Business Analyst

- Google Ads
- Social Media Campaign
- SEO
- Influencer Marketing
- Website Maintenance

PREVIOUS EDUCATION

ANNAMALAI UNIVERSITY

Bachelor of Business Administration

ST. PAUL'S CONVENT

ISC [Indian School Certificate]

AUXILIUM CONVENT

ICSE [The Indian Certificate of Secondary Education]

ACHEIVEMENTS

- Best Associate for the month July2016 (JW Marriott, Bengaluru)
- Executive of for the month of May 2018 (Le Meridien, Kochi)
- Executive for the month of July 2019 (Sheraton Grand Bangalore Whitefield)