

NAKSHA SHETTY

MARKETING

WORK EXPERIENCE

MARKETING EXECUTIVE - NETWORK

IN10 Media Network | February 2021 - Present

- Managing Email Marketing (including Trade Mailers) for all IN10 brands - EPIC ON, EPIC TV, ISHARA, GUBBARE, SHOWBOX, FILAMCHI & DOCUBAY
- Ensuring maximum reach, tracking results, working on monthly reports, writing new content for all mailers. Worked on SFMC & Mailchimp.
- Handling overall marketing plan for EPIC ON (OTT Platform) - Brand presentations, tracking social media, cross marketing, work closely with creative team and maintaining user database.
- SMS Marketing - Prepare weekly plan, work on content & remarketing.
- Working on social media plan presentations for other IN10 brands.
- Research & monitor activities of company competitors.
- Coordinating with vendors and ensuring timely payments.

MARKETING ASSISTANT

Invisalign India | November 2019 - February 2021

- Working on Salesforce Marketing cloud - Email Marketing, tracking results, making reports, analyzing the growth, engagement & lead generation. Website management - Revamping & timely updates.
- Social media: Assist in editing-close attention to detail. Fluent in insights. ORM report check.
- Working closely with creative agencies to meet the marketing requirements.
- Vendor collaboration and coordination for marketing materials and timely payments .
- Participate and target audience through campaigns, school events and market research. Practice Marketing, maintaining brand image and positioning.
- Conducting outdoor events and webinars.

MARKETING ASSISTANT

Schiller Healthcare India Pvt Ltd | May 2017 - October 2019

- Experience in developing content for social media portals and managing company website.
- Vendor and Sales Dealer management.
- Attending/ Expertise in conference management, execution of CME and workshops.
- Maintaining inventory of all marketing collateral.
- Designing and execution of print collaterals.

EDUCATION HISTORY

SIMSREE

MBA in Marketing | July 2019 - April 2022

- Pursuing.

DMTI SOFTPRO.

Digital Marketing Diploma | Jun 2019 - October 2019

- Certified in Google Ad Words.
- Certified digital marketer.
- Own website - paintingbuginme.atwebpages.com
- YouTube Channel - Naksha Shetty
- Instagram - paintingbuginme

SYDENHAM COLLEGE OF COMMERCE AND ECONOMICS

Bachelor in Banking & Insurance | August 2014 - April 2017

- Overall secured 5th position.
- Graduated with 75%

CERTIFICATIONS:

- Certified NSS member.
- Awarded as the most enthusiastic member of Banking and Insurance society.
- Awarded as the outstanding student of Banking and Insurance society.



PERSONAL INTERESTS

Painting
Sketching
Travelling, exploring new places.

COMPUTER KNOWLEDGE

MS Office
Website updating
Photoshop
Word press
Google Adwords

PERSONAL/CONTACT DETAILS:

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