

Sahiba Kaushal

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WORK EXPERIENCE

Broodle

Digital Marketing Associate

Jul 2020 - Present

- Worked across multiple verticals, leading efforts in website development, Google advertising, social media advertising, and branding for a diverse range of clients.
- Played a pivotal role in developing comprehensive digital strategies to enhance client engagement, grow brand visibility, and drive business results.
- Led campaigns for brands in various industries, managing all aspects of the projects from inception to execution.
- Developed and executed customized website development plans for 15 diverse clients, resulting in an average increase of 30% in website traffic and a 20% boost in online conversions.
- Coordinated Google advertising campaigns for multiple verticals, optimizing ad performance and achieving a 15% increase in click-through rates across all client accounts.
- Managed social media advertising budgets for various clients, exceeding projected ROI by 10% through targeted audience segmentation and creative ad content.

Reinvent Digital

Social Media and Strategy Associate

May 2019 - Apr 2020

- Developed and executed targeted social media ad campaigns for each brand, resulting in a combined 15% increase in online engagement and a 10% growth in follower count over a span of six months.
- Identified emerging trends in the industry and implemented new content formats across all platforms, leading to a 20% increase in organic reach and a 25% uptick in website traffic for all five brands.
- Collaborated with cross-functional teams to analyze competitor data and market research, leading to the development of innovative social media strategies that resulted in a 30% increase in brand presence across all channels and 60% success rate of onboarding new clients.
- Developed and executed targeted social media campaigns for five brands, resulting in a 40% increase in brand presence and a 30% growth in audience engagement metrics.
- Analyzed social media data to identify trends and opportunities for optimization, leading to a 20% increase in click-through rates and a 15% improvement in conversion rates across all platforms.
- Collaborated with cross-functional teams to align social media strategy with overall marketing goals, resulting in a 25% increase in overall brand visibility and an expansion of the target audience by 50%.

Mangosteen Studios

Social Media Content Creation

May 2018 - Apr 2019

- Created and strategized social media content for brands like Multifit, Punit Balana, and August House Cafe.
- Focused on increasing engagement and brand awareness through innovative content.
- Increased engagement rates by 40% for Multifit, Punit Balana, and August House Cafe through the creation of interactive social media content campaigns.
- Developed and executed a comprehensive social media strategy resulting in a 50% increase in brand awareness for all three brands.
- Utilized data analytics to track the success of social media content, leading to a 30% growth in online followers across all platforms.

Fortis Healthcare, Jaipur

PR and Marketing Intern

Feb 2018 - May 2018

- Organized and managed 4 major press conferences, contributing to increased media coverage and brand visibility for Fortis Healthcare's key initiatives. These conferences helped position the brand as a leader in healthcare within the

region.

- Proposed and directed a comprehensive digital marketing strategy overhaul, working closely with external agencies to align the new digital presence with the brand's vision. This effort resulted in a 20% increase in online engagement within the first few months.
- Directed external agencies to develop and enhance the brand's digital presence, resulting in a significant improvement in user experience and visibility across digital platforms, including social media and the website.
- Spearheaded the creation of a comprehensive database for over 500 doctors, optimizing the website's "Find a Doctor" feature, which improved the user experience and facilitated better access to healthcare professionals online.

Edelman India

Public Relations Intern

Sep 2016 - Dec 2016

- Supported Media Coverage & PR Activities: Actively contributed to securing media coverage for various client events, generating over 15 media placements during my tenure. This increased brand awareness for high-profile clients.
- Played a pivotal role in supporting communication strategies for significant events like Resurgent Rajasthan, which drew over 3,000 delegates and helped position Rajasthan as a hub for investment, with MoUs worth billions signed during the event.
- Assisted the PR team in writing press releases, managing media contacts, and organizing press kits for client events, ensuring seamless communication and event promotion.

EDUCATION

Xavier's Institute of Communications, Mumbai

2017-2018

PGD in Advertising and Marketing

St. Xavier's College, Jaipur

2014-2017

Bachelor of Arts (Hons) - Economics

SKILLS & SOCIAL WELFARE

- Branding & Identity,
- Social Media Marketing,
- WordPress Development,
- Google Ads & Social Media Advertising
- Web Development & SEO

Skills: • Adobe Photoshop

- Adobe Illustrator
- Adobe Premiere Pro
- Final Cut Pro
- MS Office
- CorelDraw

Social Welfare: Make A Wish – Volunteer, Young Minds Initiative – IT Volunteer

ACCOLADES

- Gold Medal - Web & IT (St. Xavier's College)
- Best Advertising Film (Xavier's Institute of Communications)
- Best Advertising Photography (Xavier's Institute of Communications)
- All-Round Excellence (St. Xavier's College)