



GARGI KELUSKAR

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EDUCATION

Master of Science in International Management **Germany**
Hochschule Furtwangen University, Grade 1.8 **2019-2022**
• Master Thesis – “Social Media Insights and Success Strategies for Social Business Movements” in the DACH region.

Diploma in Marketing Management **India**
Welingkar Institute of Management research and Development **2015-2016**

Bachelor’s degree in Management Studies **India**
University of Mumbai **2008-2011**

WORK EXPERIENCE

Social Media Marketing Working Student **Germany**
O-VIVA GmbH **03/2021-11/2021**

- Collaborated with the CMO to build marketing collaterals and align content within the budget resulting in 80% follower growth on LinkedIn.
- Developed cross-channel social content to engage customer segments on Facebook, LinkedIn, Instagram, and Twitter with paid/ organic content.
- Designed and implemented email marketing lead generation campaigns on Mailchimp leading to a 12% increase in customer response rate.
- Analyzed past data to establish future marketing campaigns and revamped website with SEO friendly content increasing the leads to 3%.
- Created reporting around paid marketing campaigns on LinkedIn to leverage it for customer conversions for special events like discount sales.

Branding and Social Media Marketing Working Student **Germany**
BMO / Neuromerchandising Group GmbH&cokg **10/2020-02/2021**

- Fostered re-branding strategies to target clients and create brand awareness improving the overall engagement to up to 70% than the previous months.
- Designed and implemented 85+ compelling text and visual graphics for demand generation campaigns leading to 10x times of visibility.
- Conducted inbound marketing that drove lead generation on socials media, followed by post-performance analysis and report generation.
- Performed affiliate marketing that increased collaborations with external parties primarily on LinkedIn, Facebook, and Instagram.

Digital Marketing Manager **India**
SSPN ReliabilityEdge Private Limited **01/2019-06/2019**

- Generated and disseminated management reports to ensure overall team awareness on all campaigns’ performance and trends.
- Strategically developed paid campaigns across Google, Facebook, and Instagram to increase visibility and awareness in customers.
- Built a robust organic traffic campaign through creation of industry blogs and articles raising the inbound traffic to up to 67%.
- Reviewed peer work reducing the errors accomplishing goal hits to 70% in 3 months.

Technical Skills

- Email Marketing/ Automation
- UX Design
- Data Visualization
- CMS Tools
- CRM
- Funnel management
- CRO and A/B Testing
- Paid Social Media/ PPC
- Data Analysis
- SEO/SEA
- Adept at using HubSpot, Google Analytics, Adobe Creative Suite, Mailchimp, Hootsuite, Canva, Slack, Microsoft Suite, and WordPress.

Languages

English – Fluent
German – Intermediate
Hindi – Native
Spanish – Beginner

Interests

Creative Writing
Travel and Photography
Graphic designing
Reading and Poetry
Badminton and Table Tennis

Certifications

Content Marketing: Hubspot
Entrepreneurship: Uni Maryland
Growth Hacking: LinkedIn
Google Analytics: Google

All courses link: [here](#).

Freelance Content Writer

United Liner Shipping Services LLP – J.M. Baxi Group

India

06/2018-12/2019

- Editor of quarterly newsletter magazines for the group and yearly magazines for its sister companies and country-wide subsidiaries.
- Created 300+ pieces of content and marketing collaterals such as articles, press-release, blogs, editorials, and newsletters for the improving engagement.
- Coordinated with media agencies and partners, and created business collaterals like video creation, event coverage and for other outreach programs.
- Developed original, plagiarism-free content and proofread blogs, and articles on the website for a better user-experience increasing the leads to up to 20%.

Marketing Executive

Omkar Engineers Incorporation

India

09/2017-05/2018

- Collaborated with marketing manager, and 3 internal teams, to manage 50+ clients and partners on marketing funnels.
- Identified 100+ marketing trends for optimizing and driving conversion.
- Managed digital marketing campaigns to achieve target of 35% leads.
- Developed marketing content for social media and created reports and results for the brand management team.

Marketing Associate and Internship

Directi Internet Solutions Private Limited - CodeChef

India

10/2015-07/2017

- Administered a start-up division and actively contributed to the global brand community of 200,000+ corporate companies, and students.
- Developed and executed inbound and outbound customer acquisition strategies in key countries ensuring a uniform messaging across all platforms.
- Integrated optimized keywords in the marketing strategy and evaluated the effectiveness and post-performance alongside SEO Specialists.
- Established regular monthly and quarterly reporting of marketing metrics such as follower counts, engagement rates, and lead generation on platforms.
- Performed online and offline marketing campaigns which included newsletter testing (A/B Testing), paid socials, SEO, SEM, affiliate, and email marketing, creating engaging blogs and moderating the community forums.

Junior Executive and Internship

Omkar Engineers Incorporation

India

01/2012-05/2015

- Corresponded with industry partners for collaboration on promotional activities and dealt with customers' inquiries.
- Coordinated of product launches and creation of marketing material/content, sales presentations, and sample material.
- Identified under-performing vendors that led to reducing costs and exceeding revenue targets.