



KUSHAGRA BHARDWAJ

MARKETING SPECIALIST

 kushagrabhardwaj22@gmail.com

SKILLS SUMMARY

- ● ● ● Digital Marketing
- ● ● ● Content Management
- ● ● ● Advertising/PR
- ● ● ● SEO
- ● ● ● Design Thinking
- ● ● ● Web Development
- ● ● ● Sales

AWARDS RECEIVED

-  Global Excellence Scholarship Award, University of Dundee
-  Employee of the month - Creative Department at FIITJEE
-  Top researcher - 'Online privacy and data collected by social media, search engine & websites'

PERSONAL PROFILE

With communication as my forte, my experience & expertise lies in Marketing and content management with holistic knowledge of Digital, social media marketing and web analytics.

WORK EXPERIENCE

Marketing Manager

GingerMind Technologies | March 2020 - present

- Planning and implementing Digital, Content and Social Media marketing strategy.
- Handling corporate affairs - Channeling corporate and stakeholder communication to forge strong partnerships.
- Managing web interfaces, website development and web analytics.

Senior Copy Writer

FIITJEE | Sept 2017 - Nov 2018

- Managed a team of copywriters, conceptualized content marketing plan
- Curated and proofread content for PR, websites, blogs and newspaper advertisements.
- Worked towards Ideating and creating overall aesthetic graphic designs for branding projects, ads etc.

Reporter cum Marketing Executive (Internship)

Indian News | Dec 2015 - May 2016

- Covered International events like 'International Trade Fair' and 'convergence India' as a media personnel.
- Managed company's website using Wordpress, worked on Google Analytics, PPC and SEO.
- Leveraged Social Media Marketing through content writing.

EDUCATIONAL HISTORY

University of Dundee, Scotland

Masters in International Business & Marketing | Jan 2019 - Jan 2020

- Worked on a practical design thinking project for an organization, in collaboration with the University.
- Devised a Digital Marketing strategy for Dundee city council, with an aim to improve SERP ranking.
- Under the supervision of professor Andrew Burnett, worked towards optimizing the website and revamping content for Dundee Football Club.

Amity University, Noida

Bachelor of Journalism & Mass Communication | 2014 - 2017

- Studied Television Production, Advertising, PR, Radio and Print media