

PRIYANKA BHOJ

DIGITAL MARKETER

PERSONAL PROFILE

Extremely motivated to constantly develop my skills and grow professionally. I am confident in my ability to come up with interesting ideas for unforgettable marketing campaigns.

EDUCATION

Amity University
MBA- specialization in Media Management, 2017

Kalindi college, Delhi University
Bachelors in Political Science, 2015

CONTACT



Mayur vihar Phase 1
New Delhi



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WORK EXPERIENCE

IILM, Graduate School of Management, Assistant Manager-Social Media Marketing

FEB 2019 - PRESENT

- Social Media Marketing
- Branding
- Content Management -blogs and website
- Campaign Designing
- Campaigns include -**Leader in Light, Monday Motivation, Alumni Outreach and Life at Campus**
- Media Converge during key events such as **Marketing Conference, Guest Lectures and Orientation Week.**
- Social Media Performance Tracking
- Student & Community outreach activities

Tranistics Data Technologies, Associate Operations-Digital Marketing

JANUARY 2018 - OCTOBER 2018

- Handled the company's online presence - regularly updated the company's website and various social media accounts
- Monitored ongoing marketing campaigns
- Prepared presentations for prospective clients
- Paid Campaign Marketing- Facebook & LinkedIn
- (Lead Generation Campaign & Liker Campaign)
- Campaign Designing:
(Such as Times Pro League & Green Work Place)

INTERNSHIP

National Buildings Construction Corporation India Ltd, Corporate Communication Intern

May 2016 to July 2016

- Planning, developing and implementing PR strategies
- Researching, writing and distributing press releases to targeted media
- involved in organizing and putting together high profile events and conferences.

FREELANCE WORK

- **Icy Tales**

Editor & Social Media Marketing

Duration-September 2015 to

December 2015

- **Trioventure Media**

Social Media Marketing and Content

Writing

Duration -January 2016 to May 2016

Interesting facts about me

- Participated actively in the Young Thinkers Conference 2016 &2017 held at British High commissioner's Residence New Delhi.
- Owns a Travel blog – Travelling Buddha
- Street photography enthusiast looking forward to start a photo series
- Former Member of the Organization committee the MR and Miss fresher 2016 Amity University.

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