

Vaishali Makwana

MARKETING PROFESSIONAL

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Full Name:

Vaishali Makwana

Last Designation:

Brand Manager

Location:

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Summary

Being an account holder of multiple clients over 4+ years in marketing industry, I am looking for a role that will enhance my skills & enrich my knowledge in the Marketing sector with brands that adds value to my work. With my experience in the industries, I can bring to the role an attention to detail, versatility, curiosity & leadership backed with strong online research.

Objective:

Position that requires my Marketing Field background in an atmosphere encouraging & demanding of one's best achievement & allowing for an unrestricted potential self-growth.

Employment Experience

Dates	Role & company	Key achievements
2022-25	Digital Marketing Freelancer Bloom Media Com Ltd	An exceptional digital marketing freelancer with a passion for helping businesses to thrive into this online world by developing different campaigns for brands in various industries including cosmetics, Educational, Financial, Textiles & So on..

		● Developed custom digital marketing strategies tailored to each industry, aligning campaigns with brand goals, target audiences, and market trends. ● Managed social media marketing campaigns across Instagram, Facebook, LinkedIn, and YouTube, increasing follower growth, engagement rates, and brand awareness. ● Created content marketing strategies, including blog topics, ad creatives, and social media content calendars for educational institutes, fashion brands, and financial service providers ● Conducted competitor analysis and audience research to identify growth opportunities and improve campaign targeting. ● Built long-term client relationships by consistently delivering data-driven marketing results and measurable ROI.
2020-22	Senior Account Executive SoCheers Infotech Pvt Ltd	● Managed smooth co-ordination between client and the internal team of the agency. Adding value to the client needs in respect to creating a website and strategic planning on the campaign content creation. Month on Month content calendar and campaign strategy for the brands. Maintaining marketing strategies of the brands like Taarak Mehta ka Ooltha Chashma, Neela Film Productions, Eyetex Cosmetics & so on. ● Conducted client onboarding, strategy presentations, and quarterly business reviews, providing actionable insights and campaign performance recommendations.

		● Collaborated with creative teams, SEO specialists, content writers, and media buyers to ensure timely delivery of campaign assets and consistent brand messaging. ● Monitored campaign analytics and KPIs using Google Analytics, Google Search Console, and marketing dashboards to track performance and identify optimization opportunities. ● Elaborative competitive analysis and reports to understand the challenges and measuring current metrics for the brands. ● Managed multiple Amazon A+ content pages online that enabled product features of the brands in an advanced way for better User experience on the platform. Built strong rapport with the client to resolve all the queries and needs in an effective manner. ● Evaluated different kinds of influencer marketing strategies for the brand campaigns across online platform.
2020	Junior Account Executive SocioSquares Digitech Pvt Ltd	● Strategic planning a social media campaigns for clients according to the needs and requirements with the required budget. Co-ordinating with the clients and creative team for execution of marketing campaigns. ● Handling ORM for clients on different platform to build a positive perception for audience. Strategic monthly presentations has to be made according to the clients needs.
2019	Client Servicing Executive Wood Craft Event & Entertainment	● Organizing and supporting the sales team or business development team to support new business opportunities. Strategic planning with brainstorming sessions was

		done with the team to help the existing clients with required needs for their company. Leads were generated through Sales Force or by meeting clients on daily basis. ● Executing the ideas with the team about the events happening for clients.
2015-16	Marketing Co-ordinator Aptec Ingram Micro (Middle East)	● Execution of the Gitex 2015 Tech week planning for all the vendors by the Marketing Team was the highlight of the job profile. Supporting resellers like Mccafee, Microfost, Oracle, etc in their overall marketing activations & digital platforms for their campaigns and building their customer base all around the Europe, Middle East & UK.
2014	Internship - Business Development Executive Boston Merchant Financial Network (BMFN Middle East)	● Meeting with the clients on basis of their required interest in stock market. Calling new clients for investments. ● Identifying opportunities, evaluating client's fits with the company vision, negotiating and closing deals.

Education

2019 Diploma DMTI SoftPro	Diploma in Advanced Digital Marketing
2016-17 Masters Middlesex University Dubai	MA Marketing Communications
2012-15 Bachelors Middlesex University Dubai	BA Honors Business Administrations

Certifications

- AI Marketing Fundamentals Certification from Young Urban Project
- Advanced Digital Marketing Diploma Certificate
- Google Ads Certification from Google platform

Skills

Microsoft Office Suite	ChatGPT, Gemini & Claude	Amazon A+ Content Pages	Influencer Marketing
Internet & Email Marketing	Loco Buzz ORM tool	WordPress & Shopify Website Designing	Salesforce
Social Media Marketing	Google Ads Google Webmaster Tools Google Analytics	SEO- Keywords	Amazon Store Page Designing

Extra-Curricular Activities

- Participated in a quiz challenge for Annual Talent 2011. Was required to have detailed knowledge about stock markets and its functioning.

- Participated in “The Young Entrepreneur’s Competition” 2010. It is renowned business challenge, which aims at exposing participants to real life business elements and imbibe first hand experience from trade.

- Organized and completed group projects in high school and secondary school.

- Participated in various high school activities and events such as Annual Day functions and challenging case competitions.

- Participated in the case study of promoting a coffee shop in London and finding innovative strategy to boost the market in a diversified culture.

CONTACT ME

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