

# HEMAKSHI BHARDWAJ

MARKETING AND BRANDING | COMMUNICATION DESIGN | STRATEGY

## PROFESSIONAL OVERVIEW

Looking to associate myself with an organization that offers avenues for leadership, and become a part of the company's growth story with my acquired marketing & brand strategy skills.

## AREAS OF EXPERTISE

- Communication skills
- Conceptualization of marketing campaigns
- Marketing and branding content
- People management
- Multitasking

## PREVIOUS EDUCATION

### GGSSIP University

BACHELOR OF JOURNALISM AND MASS  
COMMUNICATION, 2015

### INTERNSHIPS

- Worked with Percept Profile, a public relations firm, for communication media exposure
- Worked with India Today Group Digital (ITGD) for digital media exposure
- Worked with a business magazine, SME World by Mr. Rajen Kumar for print media exposure

## • PREVIOUS EDUCATION (contd.)

### General Raj's Shankaran Memorial Public School, Hauz Khas

- 10+2 - 86% Aggregate
- 10 - 81% Aggregate
- Extempore Enthusiast, Represented The School in Inter-School Competitions
- Zone-level Volleyball Player, Represented The School in Various Schools

## MY INTERESTS

- Fiction Reading
- Social Networking
- Music

## CONTACT INFORMATION

Cell: 9310105235

Email: hemakshibhardwaj20@gmail.com

Address: Saket, New Delhi

# Previous Experience

## O-FACTOR, SCOOPWHOOP, CREATIVE-INC.

Creative - INC | Junior Copywriter (2015-16)

### Responsibilities

Writing ad copies and banner content for IVF hospitals & fertility industry clients.

Proofreading copy.

Wrote press releases from time to time.

Events coordination.

Framing the monthly internal communication journals for LG.

ScoopWhoop | BRAND WRITER (2016-17)

### Responsibilities

Creation of Native Content

Independent CMS Usage to Upload Content on the Website

Writing Post Copies for Social Media Posts

Coordinating for design your text

OFACTOR | ACCOUNT MANAGER (2017-2019 Feb)

### Responsibilities

Client Coordination

Contributing to Branding and Design Ideas

Creating branding content for the client - Print, Digital

Writing Post Copies for Social Media Posts

Proofreading Style Books for Every Season

# Current Role

## **SR. SOCIAL MEDIA MANAGER, SOCIOMONKEY (2019 OCT - PRESENT)**

Developing trusted advisor relationships with key accounts, customer stakeholders and executive sponsors.

Ensuring the timely and successful delivery of solutions according to customer needs and objectives.

Communicating the progress of monthly/quarterly initiatives to internal and external teams.

Assisting with challenging client requests or issue escalations as needed.

Studying client briefs and determine requirements.

Serving as the lead point of contact for all customer account management matters.

Building and maintaining strong, long-lasting client relationships.

Conceptualization of visuals and communication based on requirements.

Preparation of rough drafts and present ideas.

Amendment of communication after feedback.

Ensuring final communication and layouts are visually appealing and on-brand.

Managing the procedure, implementation & execution of marketing campaigns.

Briefing & overseeing the work of internal and external resources, such as designers, animators and printers, who will deliver much of the campaign activity.

Setting up tonality and communications for the brands.

Guide & get copy executed for all sorts of digital & offline communications.

Ensure that the organisation's brand and identity is adhered to in campaigns and in all communication channels.

Brainstorming with the marketing team for new ideas and strategies for effective content.

Creating eye-catching and innovative headlines.

Collaboration with Media production team, creative team, and designers.