

PROFESSIONAL SUMMARY

- Passionate follower of fashion trends and news with a good understanding of fashion industry
- Exceptional in research, documentation, reporting and trend analysis
- Excellent written and verbal communication skills developed during interaction with clients overseas
- Worked in a collaborative environment and proven ability to consistently meet deadlines
- Developed strong networking skills during interaction with multiple clients and influencers
- Excellent time management and computer software skills

SKILLS

- End to end influencer marketing campaign execution • Account Management • Client servicing • Team management

WORK EXPERIENCE

RII CLOTHING

April 2023 – Present

Founder

- Launched my own clothing line from scratch which deals in women western wear summer clothing
- Website: riiclothingbyria.com

SIMRAN TANEJA MAKEUP STUDIO

January 2023 – October 2023

Marketing Strategist (Part Time)

- Currently handling influencer marketing for all departments, i.e. nails, hair and skin services
- Aligning 10 makeup shoots a month with different brands onboard for outfit, jewellery, property, photographers and muses
- Handling social media pages, including daily postings, organizing giveaways, etc.
- Collaborating with different wedding planners and venues for bridal makeups in wedding seasons
- Building an offline presence by exhibiting in various local events, placing hoardings, arranging door to door marketing
- Dealing with various brands for collaborations

WINKL I A GOOD CREATOR CO.

December 2021 – September 2022

Senior Account Manager

- Currently leading the team and looking over 20+ ongoing campaigns with big budgets
- Successfully executed over 10+ campaigns single handedly for brands across all industries
- Designing campaigns as per brand's objective and directly coordinating with brands on a regular basis
- Responsible for invoicing and billings for all campaigns, generating 60-70 Lakhs of revenue per month as a team
- Getting involved into content ideation and brief creation for smooth execution
- Involved into end-to-end execution of the campaign
- Reporting and documenting the overall campaign after completion which includes analytics and way forward
- Directly upselling to the clients and pitching ideas for further campaigns
- Handled mass campaigns with 100+ creators
- Brands managed: Facebook, Stanza Living, Borosil, JBL, BenQ, Delta Exchange and many more across different platforms.

DELOITTE, HASKINS AND SELLS LLP

September 2020 – December 2021

Senior Executive, Tax

- Worked in a transfer pricing methodology to establish arm's length range
- Performed benchmark analysis for EU, APAC, and NA clients to ensure that the clients follow the standard guidelines of taxation
- Worked on internal softwares for generating benchmark strategies
- Performed software testing on internal application so they can be used for analysis
- Prepared documents and daily reports for tax authorities
- Coordinated with teammates to ensure the deliverable are delivered on time
- Interacted with the clients in meetings to gather information and discuss the progress of the project
- Trained new members of the team on processes and project tools
- Delegate routine tasks to the members of the team to improve and maximize effectiveness

INTERNSHIPS

BOSCH

August 2019 – October 2019

Data Analyst

- Obtained the sales data and identified variables affecting sales
- Performed analysis to check the dependency of variables

DELOITTE, HASKINS AND SELLS LLP

April 2019 – June 2019

Tax Executive

- Obtained training and learnt Transfer Pricing Analysis
- Performed Benchmarking Analysis for various clients
- Created write ups for the analysis performed

AIESEC, Delhi University

April 2016 – Dec 2017

Vice President

- Coached and trained a team of 70 individuals to deliver 500 international exchanges
- Introduced and trained on projects in social sector for Middle East and Asia region specially to work on educational projects. Organized an educational event on children's day with 50+international interns.
- Trained and delivered Global Village for 400 international people with only money generated from profits through participation and sponsorships.
- Generated a revenue of 15-20 lakhs during the tenure through international exchanges of projects and opportunities.
- Executive Body Chief for one of the local conferences in Delhi. Represented Delhi University nationally at 5 conferences.
- Handled local committee finances for the period of 6 months.

EDUCATION

CHRIST UNIVERSITY, Bengaluru, Karnataka, India
MA in Applied Economics (GPA: 3.58/4)

June 2018 - May 2020

AMITY UNIVERSITY Noida, Uttar Pradesh, India
BA Honors in Economics (CGPA: 7.8/10)

July 2015 - May 2018

Certified in Analytics for Business Intelligence, Amity Global Institute, Singapore

Nov 2017 – Dec 2017