

# RIDHIMA KATIYAR

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## SUMMARY

Analytical and creative marketing professional with a proven track record in brand development, strategic partnerships, and data-driven campaign execution. Experienced in driving lead generation, market expansion, and customer engagement across global regions, while aligning brand messaging with business goals. Leveraged market research and CRM tools to craft effective marketing strategies.

## SKILLS

CRM & Automation: Salesforce

Content Creation (Emails, Social Media)

Social Media Management

Market Research & Competitive Analysis

Data Analysis and Reporting

Power BI

Excel

Design: Canva, Photoshop, Instagram

Campaign Execution & Performance Tracking

## EXPERIENCE

Strategic Partnership Executive

Bhanzu

Bangalore, Karnataka

May 2024 – May 2025

- Generated **5,000+ organic leads** across Gulf and Southeast Asian markets, increasing conversion rates by 30% via digital campaign refinement and audience segmentation.
- Conducted in-depth market research to identify new opportunities and supported strategic marketing initiatives, contributing to **INR 80 Lakhs** in revenue.
- Designed and implemented personalized **email marketing campaigns** informed by behavioral analytics, resulting in a 25% increase in client retention.
- Managed marketing performance using **Salesforce**, tracking ROI and campaign metrics to inform strategy.
- Created engaging marketing materials and collaborated on social media strategies, contributing to brand growth, while providing cross-functional support to marketing, sales and product teams for improved campaign alignment.

Marketing Intern

SLMG Beverages

Uttar Pradesh

Aug 2021 – Oct 2021

- Conducted competitive analysis, supported social media strategy, and helped draft email newsletters.
- Designed presentation decks and marketing collateral for client demos and virtual events.
- Assisted in data collection and analysis to optimize marketing campaigns and outreach efforts.

## EDUCATION

Bachelor of Arts (B.A.) – Economics, Political Science and Sociology

St. Joseph’s College (Autonomous), Bangalore

ISC – Commerce

St. Paul’s School, Uttar Pradesh

May 2023

GPA 8.0

April 2020

93.75%