MANNAT NARULA

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SUMMARY

Proactive, innovative marketing professional with over three years in content marketing and strategy, complemented by a **postgraduate certificate in Digital and Content Marketing from York University**. Expertise in crafting engaging content across digital and traditional platforms, enhancing online presence and engagement. Experienced in collaborative project management and strategic communication, ready to leverage expertise in content design, creation, and data analysis to drive economic development initiatives. With **background in journalism** and passion for innovative marketing solutions align perfectly to promote the city as a prime destination for businesses and investors.

Authored and published a book (ISBN: 978-81-19084-82-1) in April 2023, presenting a well-researched collection of strategies and exercises designed to leverage mindset techniques for strengthening sales performance.

PROFESSIONAL EXPERIENCE

Content Marketer and Strategist | Active Clinics   **July 2021 - December 2023**

- Specialized in content design and creation, crafting compelling visual content for digital campaigns, leading to **over 1 million views** on social media.
- Executed digital marketing strategies to promote services and products on social media, contributing to a significant **40% increase in social media followers**.
- Excelled in writing engaging short-form content for social platforms and detailed long-form content for websites, enhancing online presence and engagement.
- Fostered partnerships with global brands, co-launching products and services, and leveraging collaborative efforts for enhanced brand visibility.
- Drove successful influencer marketing campaigns, positioning the brand as a renowned celebrity clinic, demonstrating expertise in cross-promotional strategies.

Graphic Design Associate | Vanilla Skills   **January 2022 - December2023**

- Authored engaging short-form copy for video content on social media, enhancing viewer engagement and brand presence.
- Actively participated in developing monthly content calendars for each B2B client, ensuring strategic marketing alignment.
- Designed over **150 distinct social media posts**, elevating online brand identity and increasing **follower interaction by 20%**.
- Utilized LinkedIn Sales Navigator to identify 50+ potential B2B clients per quarter, resulting in a **15% increase in business opportunities**.
- Managed **5+ client accounts** with a focus on creating tailored marketing and design strategies, boosting satisfaction and revenue.
- Collaborated with cross-functional teams for ideation sessions, fostering creative solutions and innovative strategies for client projects.

VOLUNTEER MARKETING AND DESIGN EXPERIENCE

Promotional Collaterals for Ullas'22, College Fest | Kamala Nehru College, Delhi University   **April 2022 - May 2022**

- Orchestrated the entire design and marketing campaign for Ullas'22, ensuring effective promotion and audience engagement, , demonstrating project management skills.
- Achieved significant visibility, engaging over 5,000 participants through strategic use of digital and print marketing materials.

Design Editor-In-Chief | JournoJunction'22 | Kamala Nehru College, Delhi University   **December 2021 - February 2022**

- Led a team of 6 in creation and execution of marketing campaign for newsletter.
- Developed comprehensive design and marketing strategy, contributing to a 30% increase in readership compared to previous year.

Design Editor | JournoJunction'21 | Kamala Nehru College, Delhi University   **December 2020 - February 2021**

- Reported to Design Editor-in-Chief as a key member, contributing to creation and execution of marketing campaign for newsletter.
- Created visually appealing newsletters, enhancing brand identity through innovative design and marketing techniques.

COVID-19 KNC E-Newsletter'20 | Kamala Nehru College, Delhi University   **March 2020 - October 2020**

- Spearheaded the design and distribution of a critical COVID-19 E-newsletter, advancing communication and resource sharing within the college community during the pandemic.
- Orchestrated the successful online launch of the COVID-19 E-newsletter, overseeing team coordination and content management, achieving a viewership of over 2,000 within a month of release.

EDUCATION

PG Cert Digital and Content Marketing | York University   January 2024 - September 2024

Modules: Marketing for Search Engines and Social Media, Planning and Analysis for Content Marketing, Content Creation, User Engagement and Marketing Automation, Content Promotion and Amplification
Relevant Projects: Developing a comprehensive launch and digital marketing strategy, focusing on social media engagement and content distribution, demonstrating an understanding of marketing fundamentals and digital communications.

B.A. (H) Journalism | Delhi University   June 2019 - June 2022

Grade: 7.5
Modules: Advertising and Public Relations, Development Communication, Advanced Photography, Media Ethics and Law, Advance New Media, Communication Research and Methods, Advanced Broadcast Media
Leadership Role: As a member of the department's fest committee, contributed to the organization and promotion of department's annual fest, gaining practical experience in event planning and execution.

PROFESSIONAL CERTIFICATES

Google UX Design Professional Certificate   August 2022 - December 2022

Modules: Foundation of User Experience Design, UX Design Process, Building Wireframes & Low Fidelity Prototypes

- Focused on foundational aspects of User Experience Design, emphasizing the psychological and behavioral factors influencing user interactions.
- Gained expertise in the UX Design process, including user research, persona development, and iterative design approaches.
- Engineered practical skills in building wireframes and low-fidelity prototypes, addressing user needs and defining user interface effectiveness.
- Acquired knowledge in developing user-centered designs, critically analyzing user feedback to refine and improve design solutions.

Google Fundamentals of Digital Marketing   March 2021 - May 2021

Modules: Foundation of User Experience Design, UX Design Process, Building Wireframes & Low Fidelity Prototypes

- Mastered key principles of digital marketing strategy in alignment with broader business objectives.
- Specialized in local search strategies, targeting and captivating specific audiences.
- Established expertise in optimizing online presence for enhanced visibility in local searches and map-based discovery.
- Analyzed digital marketing data, translating metrics into actionable insights for marketing strategy optimization.
- Explored international market entry strategies, understanding global marketing considerations and tactics for success.

SOFT SKILLS

Strategic Communication and Advocacy
Excelled in conveying team needs and objectives as Design Editor-In-Chief. Fostered strong relationships and clear communication in freelance roles, ensuring precise messaging for diverse client needs and audiences.

Team Leadership and Project Management
Demonstrated ability in leading teams, and balancing projects with tight deadlines, especially while transitioning to a new country. Implemented effective solutions, like hiring a virtual assistant, to maintain consistent client communication and project continuity.

Time Management
Managed time during undergraduate studies, excelling in juggling academics, assignments, and dissertation alongside professional commitments.

Critical Thinking
Critically assessed marketing data at Vanilla Skills to identify key performance indicators (KPIs) for various campaigns.

TECHNICAL SKILLS

- Microsoft Office
- Adobe Creative Cloud
- LinkedIn Sales Navigator
- Social Media Marketing
- Canva
- UX/UI Research and Design
- Event Management
- Trello and Notion

INTERESTS

- Dedicated to learning new languages, tools and sports.
- Practicing mindfulness through meditation and regular self-reflection.
- Food photography and vlogging
- Community engagement and volunteering

REFERENCES AVAILABLE ON REQUEST