

GARIMA DHAWAN

Digital Marketeer

CONTACT

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PROFILE SUMMARY

Results-driven marketer with a proven track record in developing and executing successful marketing strategies. I am seeking a challenging role where I can contribute my skills in strategic planning, team leadership, and creative problem-solving to achieve business objectives.

EDUCATION

INDIAN INSTITUTE OF NEW MEDIA
- (2017-2018)

- Master of Journalism (Multimedia)

JIMS - (2012 - 2015)

- Bachelor of Arts

WORK EXPERIENCE

Career Foundry

SEPT 2023 - PRESENT

Digital Marketer

- Crafted engaging content and optimized campaigns with data-driven insights in Content Marketing.
- Implemented strategies for online visibility and growth using Google Analytics for SEO & Email Marketing.
- Excelled in Performance Marketing with analytics-driven optimizations and applied data analysis for successful Multi-Channel Marketing campaigns in Social Media Marketing & Branding.

Media.Monks

May 2022-June 2022

Influencer Marketing, Freelancer

- Conducted market research to identify emerging trends and consumer preferences, providing valuable product development and positioning insights.
- Scouting several influencers on LinkedIn
- Carry out operational tasks related to influencer marketing

Kwan Talent Management

Feb 2021 - Oct 2021

Influencer Marketing Campaigns Manager

- Developed and executed targeted marketing campaigns, resulting in a 25% increase in campaign reports
- Led influencer negotiations, onboarding, and partnership management. Oversaw content creation, event planning, and performance tracking.

Rapido

JAN 2020 - JAN 2021

Influencer Marketing Specialist

- Led end-to-end campaigns, created content guidelines, and maintained influencer relationships.
- Developed and maintained ongoing relationships with agencies, influencers, and content creators.
- Utilized data analytics to track and optimize campaign performance, achieving a 20% increase in engagement.

SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

CERTIFICATES

- **Certified Product Marketing Manager (CPMM)** | Udemy (Apr 2022)
- **Google Analytics for Power Users** | Google (Oct 2022)
- **Snapchat Advertising Core Competencies** | Snap Inc. (Oct 2022)
- **Digital Branding and Engagement** | Curtin University (July 2020)

LANGUAGES

- English: Fluent
- German: Basics