

DIVYA PARAMANANDAN,
Anna Nagar,
Chennai - 600040

PROFESSIONAL EXPERIENCE

Profile as Social Media Strategist in CAMS Infotech Private Limited

Duration: Feb 2019-Till Date

Worked for sectors like-/Education/Healthcare/Clothing Brands/Beauty/FMCG/Steel/Banking

- Heading a young & vibrant team of 4-5 members
- Involved in each project from marketing pitch
- Research and prepare strategies for each sector
- Involved in SMO (Social Media Optimization) proposals
- Real-time exposure to broadcasting on all Social media channels
- Run effective ad campaigns across all sector

Profile as Social Media Executive in EchoVME Consulting

Duration: Jan 2018-Jan 2019

- Worked for sectors like-Events/School/Real-Estate/Hotel/YouTube Channel/Uniforms
- Hands-on experience in various social media platforms.
- Ability to research & think out of the box for clientele.
- Build brand awareness through publishing content on social media channels.
- Broadcast the published content to relevant and wider audience.
- Create weekly and monthly performance report for the client.
- Working knowledge on social media software and analytics.
- Knowledge on paid advertising on social media channels.

Profile as Marketing Communication Specialist in BeWo Technologies

Duration: Mar 2015-Nov 2017

- Responsible smooth & consistent function of internal and external communication.
- Create marketing and promotional materials, both print and electronic.
- Managing the marketing budget and develop marketing materials to generate sales leads.
- Obtaining consent and providing final approval on all marketing collateral, products and promotions
- Coordinating with and managing PR agency partners.
- Create and deliver press release, executive bios and social media content.
- Design and launch email marketing campaigns.
- Develop, update, and manage the implementation of the company's website update and upgrades.
- Product - indoor & outdoor photoshoot.
- Vendor Management in respect with marketing collaterals.
- Coordinate conference, trade shows, and press interviews.
- Managing the CSR activities of the company.

Profile as a Project Coordinator in Schools for India

Duration Feb 2014-Jan 2015

- Responsible for planning, organizing and managing the available resources.
- Creating long-term and short-term objectives for the year and recognizing best resources to achieve the objective.
- Responsible for networking with the current members, partners & volunteers for achieving the organizational goals.
- Responsible for deliverables to the members, partners & Volunteers.
- Responsible for preparing billing and other internal reports.

RELEVANT SKILLS

- Experience in ATL & BTL Marketing
- Content Writing
- Working knowledge on SEO
- WordPress-Basic operations

EDUCATION

Examination	Discipline/ Specialization	School/college	Board/ University	Year of Passing
M.A.	M.A.Development Management	Madras School Of Social Work.	University of Madras	2013
B.Com	Corporate Secretaryship	Ethiraj College For Women.	University of Madras	2011
Higher Secondary	Commerce	Kendriya Vidyalaya.	CBSE	2008
S.S.L.C	S.S.L.C	Kendriya Vidyalaya.	CBSE	2006

CERTIFICATION

Successfully completed a Certification Course in **Advanced Digital Marketing** certified by FITA, Oct 2017.

INTERNSHIPS

1. Murugappa Group (MCRC)
2. The Hindu
3. World Vision
4. CPCL

PERSONAL INFORMATION

Name : P. Divya
Father's Name : S. Paramanandan
Date of Birth : 15-01-1991
Gender : Female
Marital Status : Single
Nationality : Indian
Language Known : Tamil, English & Hindi
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