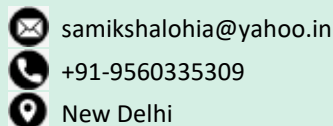


Samiksha Lohia

PORTFOLIO : bit.ly/SamikshaPortfolio

LINKEDIN : bit.ly/SamikshaLinkedIn



Pursuing Career Accelerator
Program – **Product Management**
from [Upraised](#)

Case Study:

- Increasing no. of transactions on Slice card to increase revenue
- Reducing the loss in revenue due to returns and exchange on Myntra
- Psychological principles applied by Myntra

[View Case Study](#)

EDUCATION

NARSEE MONJEE INSTITUTE OF MANAGEMENT STUDIES

Online

MBA, Marketing (2022-23)

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

New Delhi

B.Tech, IT (2012 - 2016)

ADDITIONAL SKILLS

Technical: HTML/CSS, Figma, Zoho CRM, Google Analytics, WordPress

Project Management: Asana, Basecamp, Trello

Data Visualization: Power BI, MS Excel, Google Data Studio

COURSES & TRAINING

- Digital Marketing Course -
Edupristine

- Website Development Course -
APSMIND Technologies

Product enthusiast with 6 years of experience in marketing strategy, execution and team management. Developed and scaled digital campaigns across all channels, driving impact, and maximizing profitability through brand growth strategy and performance marketing.

EXPERIENCE

SR. EXECUTIVE - DIGITAL MARKETING

Grant Thornton, Gurgaon (Nov 2021-Present)

- Led the planning & execution of all paid campaigns and handled a **budget of 50 lakhs** for all outbound marketing programs
- Developed and managed website analytics program resulting in **13% increase in SEO scores** and organic website traffic
- Implement organic and paid social media strategies on LinkedIn, Twitter, Facebook, Instagram and YouTube which led to **increase in engagement by 17%, reach by 150% and CTA by 4%**
- Built an **internal reporting system on PowerBI** to analyse and track the impact of marketing campaigns
- Executed digital campaign strategies in collaboration with cross functional teams, agencies and stakeholders across the organisation

ASSISTANT MANAGER –DIGITAL MARKETING

RNM India, New Delhi (Apr 2019–Nov 2021)

- Generated **4.6 mn revenue in one quarter** by working with the CEO on strategic planning of new products, pricing & GTM Strategies
- Assisted in **product marketing for 3 new products** - Virtual CFO, ESOP Solutions and Payroll Management
- Managed **35 customer engagement campaigns** (Email marketing, SMS & Social media) and reached out to **5.2mn+ customers**
- Created, managed and integrated marketing strategies for pre-event, event and post-event campaigns resulting in **100+ attendees**
- Ideated and drafted concepts of design and brand resources with the creative visual designer and **rebranded the 75 years old brand**
- Optimised multi-channel marketing performance to improve overall presence, increase **lead generation ~ 9% & net sales ~ 4%**

CO-FOUNDER

Wegress Media, New Delhi (Jan 2017 - Mar 2019)

- Yielded a **turnover of INR 5mn** by helping brands with online marketing strategy for B2C and B2B clients
- Recruited and managed a full-stack digital marketing **team of 10 employees**
- Led offline marketing activities for management of multiple district level political campaigns; **generated ~ 250k impressions**
- Conceptualised Facebook, Google, and YouTube Ads for B2C and B2B clients
- Grew social media engagement **from 1k to 37k within 3 months** for an established Indian shoe brand
- Engaged with prospective clients (direct sales), anchored the brand positioning, and mapped the targeted customer persona

INTERNSHIP

DIGITAL MARKETING ASSOCIATE

Evercoast Communication, New Delhi (Mar 2016 - Oct 2016)

- Created client pitch decks and Digital Marketing strategies for the prospective clients.
- Created Social Media strategies to increase engagement for 15 clients and worked closely with content and design teams.