



CONTACT

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📍 Delhi, India

EDUCATION

Post Graduation Diploma – Marketing Management

Narsee Monjee Institute of Management Studies (NMIMS)
2018 - 2020

Bachelor in Commerce – Finance

Delhi University (Aditi Mahavidyala)
2014 - 2017

SKILLS

- Content Writing & Copywriting
- Digital & Social Media Transformation /Marketing
- Customer Lifecycle Management
- Content Strategy
- Brand Marketing
- Internal & External Communication
- Brand Management, BPM, RPA
- Microsoft Excel, Microsoft word, Microsoft PowerPoint, Market Research,
- SQL
- Self Motivated & Leadership
- Product Marketing & Competitor Analysis
- A/B testing
- Business and Google Analytics

TOOLS USED

- Azure Board
- Jira
- CleverTap
- Basecamp
- Grammarly
- Semrush & MOZ/AHREFS
- Facebook Business Manager
- Hubspot
- Salesforce & AEM
- Youtube Studio
- Buffer, ChatGpt
- MS Teams & Flock

REFERENCES

Disha Pandey
Lead, Content & Communication, RoundGlass
M: 8860788833

Kaustubh Gupta
AccountDirector,ADKFortune Communications
M: 98911080605

Kunal Lahore
Lead, Product Manager, Bajaj Finserv
M: 90110 48040

SNEHAL GANDA

EXPIERENCED MARKETING SPECIALIST

An experienced marketing and branding professional who believes in learning and comprehending business objectives for a mutually beneficial exchange. Content specialist with experience in working with marketing (and media) agency and BFSI sector. Proficient in both literature and verbal communication.

WORK HISTORY

Payomatix| Greater Noida CreditMantri Finserve | Chennai

June 2024 - July 2024

Sept 2023 - Jan 2024

Manager (Brand & Content)

- Collaborated with internal teams and external agencies to create engaging content, including digital, and social media
- Build and maintain strong relationships with media, influencers, and industry partners
- Curated brand guidelines for performance marketing campaigns (sms, emailers, website, whatsapp messaging, google ads)
- Oversaw consistent and compelling brand messaging across all communication channels

Bajaj Finserv | Pune, Maharashtra Manager (Web Content & Copywriting)

Jan 2021 - Jan 2023

- Developed content for 25+ insurance products for Bajaj Finserv Digital Assets (Website and App)
- Drafted content for marketing campaigns and with different business teams - emailers, banners, videos
- Managed content updates using project management tools - Azure board and Jira
- Fostered stakeholder relationships with external insurance partners to align content strategies
- Imparted training for insurance sales to PSFs (including health, motor, and life insurance)
- Written 50 + notifications for health and motor insurance monthly
- Crafted engaging content for Twitter handle of Bajaj Finserv
- Reviewed and optimized digital assets quarterly to enhance user experience and effectiveness.

Bang in The Middle | Gurugram, Haryana

Sept 2019 - Mar 2020

Jr. Account Executive (Social Media Marketing & Website Development)

- Orchestrated cross-team coordination for media banners and ad copy across diverse publishers
- Scheduled and curated updates for Vivo India's social media platforms
- Created Social Media Calendars for the Month Ahead
- Prepared monthly social media reports analyzing what worked and what did not work
- Project Management for Website Development Pages for different phone launch
- Worked with more than 2 various agencies for vivo India's content distribution

Major Client: Vivo India & Yashoda Super Specialty Hospitals

Tangence Solutions | Noida, Uttar Pradesh

Nov 2017 - Aug 2019

Content Marketing Executive

- Written 1500+ words in different forms like classifieds, business listings, ppts, videos, articles, etc
- Created client-specific content proposals for onboarding
- Public Relations: Searched relevant social media influencers (individuals/websites) and for brand posts
- Managed Tangence and Resultfirst content guest post requirements - website articles
- Client Management and cross-team coordination content, design, and SEO teams
- Developed and posted content for company social media handles - Tangence & Resultfirst

Major Clients: Aviva India, Khanna Gems & Hostgator / Sify India

CERTIFICATIONS

- Content strategy for Individuals - Engaging Audience: Northwest University (Coursera)
- Advanced Content Marketing Issued by LinkedIn
- Kudos Certificate - Bajaj Finserv
- Certified Internal Trainer - Bajaj Finserv
- Content Designing Certification for Trainers - Bajaj Finserv
- Google Project Management Foundation & Initiation - (Coursera)
- Introduction to Generative AI (Google Cloud)
- AI in Marketing - University of Virginia Darden School of Business
- Building Integrated Online Marketing Plan - LinkedIn
- Branding : Aligning Business with Brand Management

