

# Bhavya Shandilya

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## PROFESSIONAL SUMMARY

Experienced Digital Marketing professional with a proven track record in driving online engagement and growth. Currently a Digital Marketing Executive at Oceanic Studio, I achieved a remarkable increase in social media followers through strategic content plans and audience engagement initiatives.

Prior success includes exceptional customer service and revenue generation at Concentrix, and strategic pricing initiatives at International Travel House, resulting in multiple accolades. Adept at developing and executing successful social media strategies, I bring a unique blend of creativity and analytical skills to enhance brand visibility and customer engagement.

## SKILLS

Copywriting  
Social Media Marketing

Communication  
Content Marketing

Canva  
Google/Facebook Ads

## PROFESSIONAL EXPERIENCE

### Oceanic Studio

Sep 2023 - Present

#### Digital Marketing Executive

- Achieved a 40% increase in social media followers through strategic content plans and audience engagement initiatives.
- Boosted social media engagement by 25% through the creation and execution of shareable content, cultivating a brand community.
- Implemented ROI-focused strategies by monitoring and analyzing KPIs for social media and PPC campaigns.
- Optimized Google Ads and Facebook Ads campaigns, reducing CPC by 25% and increasing CTR by 20%.

### Concentrix

Dec 2021 - Dec 2022

#### Digital Customer Experience Specialist

- Handled 50 daily customer inquiries with an 85% resolution rate as a key contributor at T-Mobile, a leading telecom provider in the US.
- Implemented strategic marketing techniques to drive revenue growth through successful promotions and upgrades.
- Maintained a top 15% overall Net Promoter Score (NPS) among a team of 25-30 members, demonstrating exceptional customer service skills and exceeding performance metrics.
- Consistently recognized as a top performer within the team, achieving outstanding results in the last two consecutive months.

**International Travel House**  
**Customer Service Associate**

**June 2019 - April 2021**

- Consistently delivered exceptional customer service and generated monthly revenue of approximately 30 Lakhs through strategic pricing for flight, train, and hotel bookings, while ensuring the highest level of accuracy and attention to detail.
- Developed and maintained detailed daily and monthly sales reports to effectively analyze department performance and track all transactions, ensuring accountability and informed decision-making.
- Executed successful business retention strategies to retain high-value clients and mitigate potential revenue loss, resulting in multiple accolades and recognition for exceptional performance.

**Star Vacations**  
**Social Media Executive**

**May 2018 - Dec 2018**

- Utilized social media marketing techniques to develop and curate a successful Instagram business page with over 1000 organic followers, incorporating engaging content and special trip discounts to promote brand visibility and foster customer engagement.
- Attained 3000+ organic likes and followers on the official Facebook page, accompanied by a stellar 4.5+ rating. Employed strategic content creation, proactive engagement, and targeted audience outreach to cultivate a thriving social media community. Enhanced brand reputation, bolstered online presence, and fostered meaningful connections with the target audience.
- Facilitated seamless and streamlined communication with a diverse clientele of 800+ prospects by implementing Whatsapp Business as a key component of a comprehensive marketing strategy.

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## EDUCATION

<b>Bachelor's In Tourism Administration</b> Amity University	<b>2016-19</b>
<b>Class XII (Commerce Stream)</b> Patrachar Vidhyalaya	<b>2015-16</b>
<b>Class X</b> Convent Of Gagan Bharti	<b>2012-13</b>

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## CERTIFICATION

**The Fundamentals Of Digital Marketing**

By Google

**Google Ads Search Campaign**

By Google

**Google Ads Display Campaign**

By Google

**Digital Analytics**

By Amity Future Academy

**Social Media Marketing**

By Amity Future Academy