

Diya Arora

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Gurgaon, India

in LinkedIn

Creative Strategy Virtuoso

SUMMARY

Accomplished advertising professional with more than 3 years of experience driving consumer engagement and enhancing brand image to generate revenue. Led campaigns resulting in positive feedback and exponentially increased interaction from target audience members. Team player with strength in coordinating with colleagues and industry experts to manage successful advertising work.

PROFESSIONAL EXPERIENCE

Creative Manager Aug '22 - Present

Foxymoron, Zoo Media Mumbai, IN

Youtube India

- Developed and implemented a comprehensive strategy to achieve Objectives and Key Results (OKRs) for YouTube India Spotlight
- Revamped brand identity for YouTube Shorts to appeal to Gen Z audience, making it more user-friendly and enjoyable to create content
- Established creators of YouTube Shorts as ambassadors by identifying them as the pioneers of the platform
- Worked on brand pitches in the Hair Care, FMCG, OTT, and Luxury sector
- Developed and executed scriptwriting for influencer briefs to create highly engaging and viral videos
- Successfully managed corporate communication including public relations and social media strategies for Pollen and The Hive
- Successfully built and established The Hive, a talent management firm from the ground up
- Developed and implemented creator strategies on various platforms to increase audience engagement for creator profiles
- Managed talent onboarding and facilitated the distribution of Trends newsletters for IG and YT, enabling them to maximize their potential.

Campaigning & Event Management

- Managed creator events for YouTube India in Mumbai and utilized their presence for collaboration on YouTube India IG and YouTube India Spotlight

Content Marketing Analyst Jan '21 - Jul '22

Kofluence Bangalore, IN

An ad-tech influencer marketing platform building DIY creator resource for brands.

Business Development- Creative

- Collaborated with BD-Account to develop comprehensive brand pitches, encompassing strategy, execution, and year-long plans.
- Successfully onboarded over 40 brands for both short and long term campaigns
- Major niche: Fin-tech, Med-tech, and Beauty

Advertising & Social Media Campaigning

- Managed Social Media and Corporate Communications for Kofluence, including designing social media creatives for a short period of time.

KEY MARKETING PROJECT

Objective: Launched 'Manike: T-Series' with YouTube India via a full proof marketing strategy

- **Solution:** Worked on creator strategy
- **Achievements:**
 - 506% overall success of the campaign
 - Launched Yohani in India
 - Leveraged UGC by the hookstep challenge #ManikeMove on YouTube Shorts

EDUCATION

PG Certification in Digital Marketing and Communications Jan '22 - Jan '23

MICA & upGrad Mumbai, IN

- Fundamentals of Marketing | Digital Marketing Metrics and Channels | Designing and Building Web Presence
- Social Media Marketing | Search Engine Optimisation (SEO) | Web Analytics | Defining a Robust Digital Marketing Strategy
- Content Marketing Specialisation | Marketing Data Identification and Collection | Marketing Communications
- Marketing Analytics

Bachelors of Journalism and Mass Communication Aug '18 - Jul '21

Chitkara School Of Mass Communication Mumbai, IN

- Topped the batch with 9.21 CGPA

- Specialization in Advertising and PR
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KEY SKILLS

- Marketing Strategy Development & Implementation • Process Optimization • Market Research • Strategic Marketing • Partnerships • Advertising • Social Media Campaign • Brand Presence Expansion • Content Writing
 - Content Strategy • Digital Marketing • Brand Visibility • Product Promotion • User Engagement
 - Team Leadership • Email Marketing • Organic Search • Report Generation
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TECHNICAL SKILLS

- Meta Ads • Google Ads • Google Analytics • Adobe Photoshop • Adobe Premiere Pro • MS Excel
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ADDITIONAL INFORMATION

- **Languages:** English, Hindi, Punjabi, French
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