



RADHIKA AGRAWAL

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Dynamic and results-driven marketing enthusiast with 3+ years of experience and a passion for driving brand growth & consumer engagement. Proficient in brand strategy, marketing strategy, market research, & digital marketing techniques. Skilled in social media management, content creation, & campaign optimization. Adept at analyzing market trends & competitor activities to identify opportunities for business growth. Eager to leverage academic knowledge & practical experience to contribute to the industry, & expand my experience & skillset.

EDUCATION

SOPHIA COLLEGE (AUTONOMOUS) | UNIVERSITY OF MUMBAI
2021 - 2024

MUMBAI

Bachelors of Mass Media (BMM), Strategic Communication; CGPA : 8.5

LP SAVANI INTERNATIONAL SCHOOL
2019 - 2021

SURAT

CBSE Board (XII), Commerce; 92.8%

2019

CBSE Board (X); 86%

WORK EXPERIENCE

CONTROVERSY MAGAZINE

MUMBAI

Digital Marketer | Brand Strategist

2021 - 2023

- Curated 30+ diversified and interactive content pieces
- Undertook daily market research to keep the corresponding teams up-to-date
- Assisted the Design and PR teams to sustain the brand look and image

THE IMPACT ENGINE

MUMBAI

Social Media Manager | Content Marketer | Client Servicing

2021 - 2022

- Undertook daily market research to analyze relevant market trends and facilitate competitive marketing for the clients
- Co-managed 4 clients
- Curated 30+ long-form and short-form, interactive content pieces
- Bi-daily story and post updates - on average, facilitated over 20% increased reach and engagement
- Constant and direct communication and management of clients

UNSCHOOL.IN

REMOTE

Youth Influencer

2021

- Assistance in Promotional PR, Made 50+ calls in 2 weeks
- Acquired a customer and an intern, and 10+ followers in a week

VOLUNTEERING EXPERIENCE

ROTARACT MUMBAI

MUMBAI

Marketing Officer | Promotional Chairwoman

2023 - Present

- Collected data on 100+ relevant companies
- Facilitated 15+ sponsorships and 50,000+ worth of funding and assistance for 4 small-scale events
- Lead and managed a team of 4 people
- Enabled 20% increased participant turnover via personal calling 10+ people everyday
- Aided in collaborations with NGOs, Governmental bodies, and Venue facilitators
- Assisted in Digital and on-ground Outreach - influenced 5+ people to join

2021

- Pitched the initiative to 5+ people daily, and raised funds worth 1,000+
- Assisted in digital promotions and bought in 3 volunteers
- On-ground promotion in 3 residential societies in a day

EXTRACURRICULARS / POSITIONS OF RESPONSIBILITY

ROTARACT CLUB OF SOPHIA COLLEGE
Public Relations and Marketing Chairwoman

SOPHIA COLLEGE (AUTONOMOUS)

2022 - 2023

- Reached out 500+ companies, got on-board 20+ (brands like Jawed Habib, Belgian Waffle)
- Obtained monetary funds worth 1 Lakh and 1 Lakh worth of products
- Streamlined daily event promotions across diversified digital platforms (WhatsApp, Instagram, Email)
- Curated an in-house promotional and outreach publication, 'Itihaas'

KALIEDOSCOPE FEST
Marketing Coordinator

SOPHIA COLLEGE (AUTONOMOUS)

2022-2023

- Contacted 1000+ companies, with 100 calls everyday; got on-board 15, including the Title Sponsor 'Sugar Pop'
- Facilitated monetary funds of 2 Lakhs, and 5 Lakh worth of products
- Managed, and stayed in direct touch with brands like Sugar, Pizza Hut, Philips, Paradyes, Monster

CAREER CONNECTIONS (PLACEMENT CELL)
PR and Marketing Head

SOPHIA COLLEGE (AUTONOMOUS)

2022-2023

- Formulated Content marketing by curating 50+ interactive and informational content pieces
- Assisted with Search Engine Optimization (SEO) of the official website and daily story
- Streamlined 30% increased engagement rate on the Official Instagram page

ADDITIONAL SKILLS

TECHNICAL SKILLS

- Tech and Social Media proficient : *Instagram, Facebook, WhatsApp, Twitter/X, LinkedIn, YouTube, Email*
- Skillful in curating Content: *Promotional blogs and articles, Social media content, Video scripts (YouTube, Reels, TVCs), SEO, SEM*
- MS Office competent: *Excel, Word, PowerPoint*
- Adept to Creative and UX Softwares: *Adobe, Canva, Wix*
- Experienced with Client Management, interpersonal communications, networking and persuasion skills
- Strong Research and analytical skillset
- Proficient with Team management, Time management, Scheduling, and Strategic planning

LANGUAGES

English, Hindi, Gujarati, Marathi (beginner-level proficiency)

CERTIFICATIONS

- Video Games in Contemporary world (Development, Marketing)
- Web Development

PORTFOLIO / ACADEMIC PROJECTS

https://drive.google.com/drive/folders/1aI-iRmzaH5P8WqNapz1stSVWNq_BV9n?usp=sharing