

RIA SHARMA

Profile

Hello! I'm Ria, a seasoned Digital Marketer with over 7 years of expertise in the Advertising & Marketing industry. With demonstrated success in crafting and executing impactful digital strategies to boost brand visibility and engagement. Proficient in merging creative thinking with a pragmatic approach to deliver customized solutions for brands.

Work Experience

Project Manager | AB InBev

Jan 2024 - Present



Leading key projects for brands such as Budweiser, Corona, Hoegaarden, Royal Challenge and more. Streamlining workflows to enhance efficiency, while implementing tracking systems for smooth project execution. Managing end-to-end production for brand shoots, influencer campaigns, and content creation. Analyzing brand data to guide future strategies, and coordinating stakeholders across Brand, Creative, Legal, Procurement, PR, and Trade Marketing teams.

Content Strategist | AB InBev (Budweiser)

Aug 2022 - Dec 2023



Spearheaded content strategy for the Budweiser portfolio, managing key brands - Budweiser, Budweiser Beats and Magnum Double Barrel Whiskey. Led a multidisciplinary team and drove cross-functional collaboration across Brand, Trade Marketing, PR, Procurement, and Global teams. Achieved a 100K follower milestone on Instagram within six months, while planning and executing high-profile campaigns, including FIFA World Cup 2022, Lollapalooza, and Vh1 Supersonic, Hip Hop 50 and more

Social Media Manager | Dentsu International

July 2021 - Aug 2022



Led a diverse team of copywriters, graphic designers, and paid media executives, crafting and executing social media strategies across multiple brands - Fossil and Essilor primarily. Achieved a 75K follower milestone on Instagram in six months and engineered campaigns with a 30% engagement rate. Oversaw Key Opinion Leader (KOL) initiatives to boost brand awareness, while delivering monthly performance reports. Fostered strong client relationships to ensure smooth operations and impactful campaign execution

Senior Social Media Specialist | Einfach Digital

Aug 2018 - Jun 2021



Directed the development and execution of comprehensive digital marketing strategies, managing social media accounts for clients in the entertainment and fashion industry of Karnataka. Supervised branding initiatives for outdoor events, ensuring cohesive and impactful presentations. Implemented online reputation management and social media listening to enhance client presence and address feedback.

SEO Analyst | Einfach Digital

Aug 2017 - Aug 2018



Performed in-depth SEO analysis to enhance website visibility and search engine rankings, producing detailed reports to guide strategic decisions. Managed a range of SEO activities, including crafting and optimizing blog content, developing content strategies, and conducting thorough research and analysis to ensure effective SEO practices. Led keyword research efforts to identify high-impact search terms and effectively managed AdWords campaigns to drive targeted traffic and maximize ROI

Education



IIM Ahmedabad

MBA (BPGP)

Batch 24-26

INDIAN INSTITUTE OF
MANAGEMENT AHMEDABAD



MICA

Advance Certificate in Digital

Branding and Advertising

Jan 2022 - Dec 2022

THE SCHOOL OF IDEAS



Gujarat University

Bachelor in Commerce

2013 - 2016

Skills

- Brand Management
- Stakeholder Management
- Content Strategy
- Social Media Management
- Campaign Planning and Execution
- Digital Marketing
- Campaign Analysis and Reporting

Contact

✉ riasharma96211@gmail.com

☎ 7600280610

in <https://www.linkedin.com/in/ria-sharma/>