

KRITI MANGTANI

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SUMMARY

Business Management student seeking real-world experience as a member of management division and offering strong interpersonal and task prioritization skills.

PROFESSIONAL EXPERIENCE

Notinmyhouze

Social Media and Digital Marketing Associate

Apr 2025 - Present

- Created and scheduled engaging social media content (posts, reels, stories) to promote events, artist lineups and brand campaigns.
- Managed live event coverage and collaborated with influencers to boost reach and community engagement on Instagram.

Tomoclub

Digital Marketing Intern

Jan 2024 - Mar 2024

- Managed diverse social media platforms, crafting engaging content and developing strategic calendars to drive brand visibility and engagement.
- Leveraged influencer collaborations and email marketing campaigns to enhance product outreach and customer engagement.
- Enhanced brand image through initiatives like redesigning sales decks, curating compelling Instagram content and crafting inspirational founder stories.

LIFETIME BATH & KITCHEN

Marketing Intern

May 2023 - July 2023

- Played a pivotal role in impactful product showcase videos, selecting and editing clips in alignment with the company's branding.
- Contributed valuable marketing insights, initiating initiatives like soliciting feedback videos from influencers to enhance brand credibility and reach.

SKILLS

Digital Marketing	Canva	Strategic Thinking	Email Marketing
Creativity	Detail-oriented	Problem Solving	Communication

EDUCATION

Jai Hind College, Mumbai

2021 - 2024

BMS - Marketing | CGPA: 8.6

Seedling Public School, Jaipur

2019 - 2021

Class XII - Commerce with Maths | 89%

ADDITIONAL INFORMATION

- **Languages:** English, Hindi, Sindhi
- **Certifications:** Google Digital Marketing & E-commerce : Coursera, Ignite course in Entrepreneurship : Wadhvani Foundation, Global E-Summit, JBC , E-NNOVATE , Intellectus, Creating Wealth by Creating Value Sessions