

Barkha Goenka



Digital Marketing & Strategy Expert
Social Media Marketing Analyst
Brand Communications

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- Over 9 years of experience in delivering consistent results in a dynamic fast changing entertainment media environment
- Proven ability to lead significant organic growth in social media engagement and reach for brands
- Excellent understanding of Indian and international social media landscape for content posting
- Proficient in strategic communications planning, team building, customer relationship management, marketing strategy, brand strategy, social media communications
- Good leadership skills and interpersonal skills

WORK EXPERIENCE

The Better India | October 2020 - Present

Sr. Executive (Social Media) & Brand Promotions

- Lead the growth of Instagram from 480k followers to 1.1m followers in 10 months via strategic planning, content design and deep understanding of IG algorithm which resulted in a 30% increase in audience engagement
- Lead 400% increase in LinkedIn followers and 300% growth in impression through research and planning on LinkedIn specific content and publishing strategy
- Lead the design team for strategic decision making on content and graphics design which resulted in 40% increase in social media organic reach and engagement over all platforms
- Lead & developed social media marketing strategy for several partner brands like Tata Communications, Spotify, Dettol, Lenovo, Accenture, Nokia. Each campaign was a huge success and led to a significantly increased reach and impact for each brand
- Created multimedia storytelling formats for social media content including script writing, editing short videos for reels, etc. which led to a 5x increase in organic reach on Instagram
- Developed Facebook ads manager marketing strategy by optimizing branded campaign promotions leading to 50% saving in ad expenses spent

IT Craft Technologies Pvt. Ltd. | July 2017 - Oct 2020

Social Media Analyst & Content Specialist

- Created English content strategy, social media marketing plan and e-governance solutions for clients like Nagpur Municipal Corporation, Maha Metro, MVSTF, District Information Office (Chandrapur Collector), Maharashtra DGIPR, Pune Metro Rail Project
- Developed innovative campaign strategies for 20x increase in civic & social participation
- Curated content calendar across all social media platforms and grew the organic following by 250%

Escapism Magazine (Square Up Media) | Aug 2019

Editorial Intern

- Content Writing
- Optimizing articles for SEO and CMS uploading
- Social Media Schedulers
- Keyword analysis for SEO

Nation Next (India Next Media Pvt. Ltd.) | Dec 2014 - Oct 2016

Senior Correspondent & Events Coordinator

- Contributed to content creation for trend story writing, event coverage, photo features, video editing, and conducting celebrity interviews
- Lead data management & page 3 events coordination
- Responsible for CMS, website development and online content distribution

Nagpur Times | May 2013 - Nov 2014

Editorial Intern

- Assisted in planning & execution of editorial campaigns and events (Nagpur Times Fresh Face 2013 & 2014), covering press conferences and local events.
- Assisted in page development, reviewing and proofreading the final version of pages before print on a daily basis.

EDUCATION

University of Westminster, London | 2019

MA, Multimedia Journalism

IGNOU | 2015

Diploma in Postgraduate Journalism & Mass Communication

Hislop College, Nagpur | 2014

Bachelors in Commerce

CERTIFICATIONS:

- Social Media Marketing
- Social Media Advertising Specialist
- Building an Integrated Online Marketing Plan
- Brand Leadership: Building Brand & Culture
- Digital Marketing Specialist
- Growth Marketing Foundations

References: Available on request

All logos are hyperlinked.

