





# PRIYANKA SINGH


**Experience:** 7.5 Years

Brand Architecture | Ideation & Insight |  
Product Management | Strategize | Marketing |  
Relationship Management | Visual Merchandising |

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 Canada

## About Me

I am an ambitious, passionate & self-driven person who firmly believes in setting up high standards for my work. Being in a high-pressure industry, problem-solving diplomatically comes naturally to me. Adapting to changing work environments gracefully and keeping abreast with the latest developments in the industry are just a few of the many things I strive for. To supplement my thirst for growth, I always seek fresh learning opportunities wherein I can grow and contribute to the company to the best of my abilities

## Skill Set



Time Management



Multi Tasking



Analytic Skills



Interpersonal Skills

## Interests



Travel



Music



Binge Watching



Classical Dancing

## Work Experience

### TARGET



**Designation:** Project Manager (Social Media Marketing)

Feb 2022 - Apr 2022

- Manage creative campaigns throughout the creative strategy- execution lifecycle
- Facilitate project execution & operation thru the entire concept & activation phase by working with CFT team across US and India
- Act as the single-point-of-contact between US Client Management team & Target in India Marketing CFT teams (Copywriting, Art Direction, User Experience, Quality Assurance, Accessibility, Media Operations, Media Trading & Optimization, & UI Engineering) and lead projects thru the entire concept & activation phase
- Configure & setup initiation for campaign creatives using appropriate tools & processes.
- Facilitate process management and associated communication with internal stakeholders
- Co-lead resource and creative assignments, operationalize creative capabilities to support the business and drive growth
- Review & analyze campaign requirements, setup campaign/creative briefing forum, facilitate ideation and brainstorming sessions
- Monitor & control the transition of campaign creatives / projects in each milestone
- Oversee project pipeline & operational health for assigned category through appropriate workflow management tools
- Create and maintain appropriate documentation, prepare & share status reports / dashboards to appropriate stakeholders at set intervals

## RELIANCE DIGITAL

**Designation:** Assistant Brand Manager



Jun 2017 – Feb 2022

- Assist in developing promotional strategies for brand awareness and profitability by initiating many tactical, product/category specific, festive and 'Big Day' campaign for Reliance Digital and My Jio Store, within the assigned budget and timeline.
- Planning and execution of all communications and media actions on all channels, including ATL, BTL, online, social media, visual merchandising and CRM.
- Executing promotional elements and setups for big budgeted events like Filmfare, GQ fashion awards, IPL, brand launches and many internal events.
- Managing Media budgets before the campaign and post execution analysing the success of these campaigns and create reports for future reference & learnings.
- Ideating and implementing the project 'DIGITAL V.M.' across +450 Reliance Digital stores and +1700 My Jio Stores.

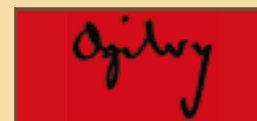
## BPL & SHARP

- Setting style guides, brand guidelines, brand vision and value propositions, both short as well as for long term, for two of the major private label brands- SHARP & BPL.
- Responsible for ensuring that the products, services and product lines of the aforementioned private label brands resonates with current and potential customers by monitoring marketing trends and keep a close eye on competitive products in the marketplace.
- Communicating and co-ordinating with the product team and agencies to develop pack

## OGILVY

**Designation:** Account Executive

**Brand:** Vodafone and M-Pesa



May 2016 – Jun 2017

- Handled Vodafone 360° campaigns : ZooZoo campaign (2016-17), Retail Templates, Vodafone RED and M-Pesa campaigns post demonetisation.
- Worked on the ideation process for Vodafone Payments Bank and many such retail piece for ongoing and upcoming offers.
- Keeping a check on all internal releases across circles and tracking the market and competitors activities.
- Worked on 2016 Effie case studies and a few AVs for the internal conferences.
- Have ensured the Financial hygiene on the Brand and also maintained cordial relationships and clear communication among all the stakeholders to ensure an amicable working environment.

## CONTRACT ADVERTISING

**Designation:** Account Executive

**Brand:** Cadbury Celebrations, Edelweiss, and Max Get More



Apr 2015 – May 2016

### Cadbury Celebrations (Apr 2015 – Apr 2016)

- Handled 360° campaign for Cadbury Celebrations – Eid, Rakhi and Diwali, 2015-16.
- Also worked on The Effie's cases for all three campaigns and on 'The Fearless Marketing Awards' for Rakhi campaign.
- Handled packaging for Celebrations 'All Year Round' Pack designs in collaboration with Design Sutra.

## Edelweiss (Apr 2015 – Apr 2016)

- Effective planning on all operations to meet the timelines and understanding of competitive behaviour across the category.
- Maintain a decor relationship with clients & have a professional approach while working with them.
- Achieve clarity on briefs & reflect the same business & brand objectives in the communication brief

## Max Get More – Loyalty Rewards (Sep 2015 – Dec 2015)

- Handled 360° communication for Max Get More ‘Aadarsh’ Campaign.

Also worked on pitches like Mumbai Airport –T2 Terminal, Lupin’s Softovac and Shopper’s Stop ‘Loyalty Rewards Programme’.



## LOWE LINTAS & PARTNERS

**Designation:** Intern

**Oct 2014 – Apr 2015**

- Worked end – to – end on Campaigns like UltraTech’s ‘Build Beautiful’, Birla White’s ‘Keshav Kutti’ and Faasos ‘ajj khane mein kya hai?’
- Have ensured seamless Financial + Operational hygiene on the Brand along with the immaculate archiving of data.

## ACADEMIC

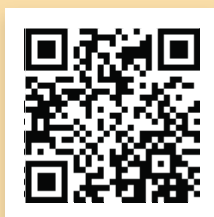
### PROFESSIONAL COURSE

2022 - 23	P.G.D.M	Confederation College (Digital Marketing and Marketing Analytics)	Pursuing
2015	M.Com	Mumbai University	(1st Class)
2014	M.M.S	Mumbai University (Marketing)	‘A’ Grade
2011	B.M.S	Mumbai University (Commerce)	‘A’ Grade

## TVC LINKS



**Brand** : Sharp TV  
**Campaign** : IPL Promotion  
**Category** : Consumer Durable



**Brand** : Vodafone  
**Campaign** : ZooZoo (2016-17)  
**Category** : Telecom



**Brand** : Birla White Putty  
**Campaign** : Keshav Kutti  
**Category** : Cement & Wall Coating

I am always looking for an opportunity to meet & discuss my candidacy for this job in further detail.

**THANKS FOR YOUR TIME & CONSIDERATION**