

VANSHIKA AGRAWAL

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PROFILE			
Results-driven marketing professional with a Master’s in Marketing Management, skilled in strategic marketing, brand management, and data analysis. My experience as a social media manager and a graphic designer has enhanced my ability to create engaging content, improve campaign performance, and build strong customer relationships. Collaborative and eager to contribute to a dynamic marketing team.			
EDUCATIONAL QUALIFICATIONS			
MA Marketing Management <i>Accredited by the Chartered Institute of Marketing (CIM)</i>	University of Westminster, London	Distinction	Sep '24
Bachelor in Management Studies (B.M.S)	St. Xavier’s University, India	CGPA 8.4	Mar '23
PROFESSIONAL EXPERIENCE			
Mya Jewellery			Mar '25 - Present
Founder and Brand Designer	<ul style="list-style-type: none">Built and launched my own artificial jewellery brand from the ground upDesigned logo, packaging, and a Shopify e-commerce websiteDeveloped brand visuals and storytelling for all digital platformsCreated Instagram content — reels, carousels, and product photosHandle social media strategy and daily account management		
The Social Barista			Dec '24 – Mar '25
Account and Growth Manager	<ul style="list-style-type: none">Managed multiple clients and oversaw their social media accounts and content strategiesAchieved over 6,000+ views for clients’ content within two weeks through targeted campaignsPlanned and executed video shoots, reels, and other content-creation initiativesIdentified and implemented growth strategies to drive client and agency successAnalysed performance metrics to provide actionable insights and optimise campaigns		
Trainee Assistant Sales Manager			Oct '23 – Dec '23
Betfred, London	<ul style="list-style-type: none">Provided proactive customer support, resolving inquiries and concerns promptly to uphold the company's reputation for excellent serviceEngaged customers in discussions about current promotional campaigns, effectively upselling products and services and increasing brand awarenessImplemented efficient order processing and payment collection procedures, utilising advanced Excel spreadsheets for accurate data tracking		
ADDITIONAL EXPERIENCE			
Barista			Feb '24- May '24
Starbucks, London	<ul style="list-style-type: none">Maximising sales opportunities by creating customer awareness of the latest offers and promotions through targeted communication strategies and personalised customer interactionsMaintaining an in-depth knowledge of store items to deliver informed advice and personalised recommendationsDelivered strong customer service, remaining calm and professional in a high-pressure environment.		
Graphic Designer & Sub-committee Member			Aug '21 – May '23
Xavier Commerce and Management Society	<ul style="list-style-type: none">Organised and executed 4 events and competitions, managing logistics, marketing and stakeholder coordinationDesigned engaging graphics, banners and posters using Canva for events and promotional activities, considering the society's brand identity and communication strategySupported marketing campaigns by creating visually appealing content that attracted and engaged the target audienceCoordinated with multiple stakeholders, including students, interviewers and sponsors, to ensure cohesive and effective visual communication		
PROJECTS UNDERTAKEN			
University of Westminster, London	Investigated the social media marketing strategies that effectively drive customer engagement for high-end handbag brands in London.		
St. Xavier's University, Kolkata	Examines the impact of social media marketing vs traditional marketing on customer engagement with apparel brands in Kolkata, using a cross-sectional design and convenience sampling of 113 residents.		
St. Xavier's University, Kolkata	Analysed how social media content marketing influences the purchasing behaviour of personal care consumers, using a sample of 91 to identify the types of content that appeal to potential buyers.		
Core Marketing Skills			
Social Media Marketing, Strategy Building, Content Creation, Branding, Research and Analyzing, ROI Optimisation			
Technical Skills			
Canva, Meta analytics, SEO, E-commerce platforms, MS Office suite, Zoho			
Soft- skills			
Communication, Problem-solving, Teamwork			