

SHARON PHILLIPS

CONTACT

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SKILLS

- Digital Marketing
- Google Analytics
- Interpersonal Communication
- Online Social Networking
- Digital promotion and marketing
- Customer Relationship
- Creative Strategy planning
- Time Management.
- Perseverance and Motivation
- Keen on research.
- Team leadership
- Keyword Research
- Campaign Management
- Content Moderation & Operations
- MS Excel
- MS Word
- MS PowerPoint
- Lightroom CC
- Canva
- Languages: English, Hindi, Malayalam, Marathi.
- Social Media Handling: Instagram & Facebook.

ABOUT ME:

Media Professional with 2+ years of experience in Google Analytics, Digital Marketing, Quality Analyst, Content Moderation & Operations, Campaign Management, Media Relations, Instagram marketing, Research. Expertise in Social Media Management with a strong communication background

EDUCATION:

Don Bosco College Department Of Mass Media

BMM-2018: Bachelors Of Mass Media | Mumbai University.

S.I.E.S College of Arts, Science & Commerce

HSC-2015: Arts | Maharashtra State Board

Holy Cross Convent School

SSC-2013:|Maharashtra State Board

WORK EXPERIENCE

ABBEC INDIA PVT LTD - DIGITAL MARKETING SPECIALIST- FREELANCING
NOV 2020 -TILL PRESENT

- Design digital media campaigns aligned with business goals. Creation of digital content & campaigns. Google Analytics setup.
- Manage end-to-end digital projects along with production. Suggest and implement direct marketing methods to increase profitability. Stay up-to-date with digital media developments. Working with 3rd Party E-commerce Platforms To Boost Brand awareness and sales.eg: SSG app, Etsy.
- Coordination with the overall Graphic designers.

ELISE - EVENT STRATEGIST / PLANNER - FREELANCING
JUNE-2019 -OCT 2020

- Development & delivery of projects from the proposal with proper Ideation to execution right up to delivery with end to end coordination for the events. Tracking deadlines, reviews and approval for ongoing projects with timely updates of the same.

BYTEDANCE - COMMUNITY CONTENT MANAGEMENT SPECIALIST (TIK TOK)
OCT-2018 - JUNE-2019

- Analysing and categorizing uploaded contents based on given guidelines. Formulating shift reports for seamless progression of work & assisting in charting and management of the workflow. Handled the company's online presence and updated the company's website and various social media accounts.
- Training new moderators.

INNOVATIVE ANIMATION - PRODUCTION COORDINATOR
JUNE-2018 -SEP-2018

- Team lead for an international project - Oversaw and managed interns & their daily activities. Organizing meetings and tracking deadlines. Removed obstacles to the fulfillment of high-quality production work. Managed administrative tasks & Handled marketing communications.

CERTIFICATES

- Google Digital Unlocked
- Google Analytics Beginners
- Advanced Google Analytics
- Google Analytics Individual Qualification
- Instagram Marketing - Udemy
- Facebook - Collaborative Ads

INTERESTS

- Online Social Networking
- Media Research
- Photography- Landscape, portraits
- Social volunteering
- Public Speaking
- Photo Editing