

ARCHANA S. GAIKWAD



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*Result-driven **Social Media & Digital Marketing Manager** with experience managing social media campaigns and online brand presence, targeting a challenging role to leverage expertise in strategy development, team building and data-driven digital marketing to drive engagement, lead generation and organizational growth.*

PROFILE SUMMARY

- Accomplished Social Media Expert with over decade of experience in developing, executing and optimizing high-impact digital marketing strategies across major platforms - driving brand visibility, audience growth and meaningful engagement at scale.
- Proven capacities with a strong history of building, mentoring and managing high-performing social media teams; adept at translating executive-level business goals into data-driven, multi-channel campaigns that mirror the standards of top global brands and tech leaders.
- Expertise in both paid and organic social media, community management, content strategy, influencer collaboration and email marketing - delivering cohesive, ROI-positive digital ecosystems for multi-venture organizations.
- Highly skilled in market research, competitive analysis, trend forecasting and adopting emerging platforms and technologies to maintain a cutting-edge social presence - aligned with methodologies used by leading companies in the digital landscape.
- Recognized for consistently increasing engagement, conversions and lead generation while managing complex, multi-project workflows in fast-paced, high-growth environments; known for elevating brand voice and driving measurable business impact.

WORK EXPERIENCE

Social Media Consultant | AXIR Consulting, Inbusiness.ae, Axir.io, AXIRWallet | Sep 2010 – Present

- Directing a **remote team of Social Media Specialists** to manage content strategy, paid promotions and audience engagement across multiple AXIR Group ventures.
- Spearheading **community management initiatives**, including moderating interactions, responding to user queries and fostering active online engagement.
- Designing and executing **email marketing campaigns**, managed subscriber databases and analyzed performance metrics to extract actionable insights.
- Researching and implementing **emerging social media trends and tools** to optimize digital strategies and maintain competitive advantage.

Significant Achievements:

- Built and nurtured cross-functional teams, mentoring members to enhance skills, drive collaboration and exceed campaign objectives.
- Established the digital presence of multiple AXIR ventures from the ground up, translating senior management strategies into actionable social media initiatives, while adapting to evolving platforms and quickly integrating new tools.

EDUCATION

April 2006: MBA (Marketing), HNIMR, Pune University, Secure: 71%, *First Class*

May 2004: BA, Garware Collage, YCMOU, Secured: 67%, *First Class*

HND in Computing, Edexcel Foundation, UK

CORE COMPETENCIES

- Social Media Strategy & Planning
- Team Leadership & Mentorship
- Content Creation & Community Management
- Paid Media Management
- Analytics, Reporting & Performance Optimization
- Digital Campaign Execution & ROI Tracking
- Market Research & Competitive Analysis
- Brand Building & Online Reputation Management
- Community Engagement & Growth
- Email Marketing & CRM Management
- Influencer Collaboration & Partnership Management
- Trend Analysis & Emerging Platform Adoption

TECHNICAL SKILLS

Facebook Ads, Google Ads, LinkedIn Ads, Google Analytics

ACHIEVEMENTS

- Graduated top of MBA Marketing Class (2006) with 71%**, demonstrating academic excellence and strategic marketing acumen.
- Awarded Best Paper** on “*Corporate Governance and Ethics*” at a National Paper Presentation Competition, showcasing thought leadership in business ethics.
- Published research paper** on “*Brand Building in Financial Products*” at the National Conference, VIM, Pune, highlighting expertise in brand strategy and marketing insights.

SOFT SKILLS

- Strategic Thinking
- Leadership & Team Management
- Communication Skills
- Creativity & Innovation
- Analytical & Data-Driven Mindset
- Adaptability & Continuous Learning

PREVIOUS EXPERIENCE

Consultant – Social Media & Community Management | TaaraGo | Sep 2009 – Jun 2010

- Developed and implemented a **comprehensive social media strategy**, successfully built a seed community and establishing the brand in the domestic market within a short timeframe.
- Enhanced user engagement and brand visibility through targeted campaigns and content initiatives.

Community Executive | Aikon Labs | Feb 2009 – Oct 2009

- Managed **online communities and content** for technical platforms, drove user engagement and platform activity.
- Increased community membership through **strategic engagement initiatives** and interactive campaigns.
- Provided continuous support for **collaboration tools** and facilitated idea generation for platform enhancements.

Marketing Manager | E-bizindia Pvt. Ltd. | Aug 2007 – Feb 2009

- Led a small team to **execute integrated marketing campaigns** (digital and traditional) for the US Head Office.
- Conducted **market research, RFP responses and lead generation** to drive business growth.

Marketing Manager – Client Servicing | Feedback Communication Pvt. Ltd. | Mar 2006 – Jul 2007

- Delivered **client presentations** and managed relationships with key stakeholders to ensure satisfaction and retention.
- Coordinated across **design teams, clients and media publications** to execute branding campaigns efficiently.
- Contributed to **branding strategies** and led **prospecting initiatives**, including cold-calling campaigns.

PERSONAL DETAILS

Date of Birth: 11th February 1982

Languages Known: English, Hindi and Marathi

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