

# AASHNA SUNEJA

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## PROFESSIONAL SUMMARY

Results-driven Content Marketing professional with 5 years of experience elevating brand engagement through strategic content initiatives. Skilled in brand management and content strategy, crafting compelling campaigns that drive visibility and business growth.

## SKILLS

- Content Strategy and Planning
- Brand Voice and Tone Development
- Social Media Content Strategy
- Copywriting and Script Writing
- Cross Functional Collaborations
- Content editing
- Brand messaging
- Content production
- Content curation
- Content development

## EDUCATION

Sri Guru Gobind Singh College of Commerce

Delhi University • 01/2020

*Bachelor of Arts:* Economics

## WORK HISTORY

### boAt Lifestyle - Assistant Content Manager

04/2023 - Current

- Curated content across social media platforms, leveraging algorithm strategies to increase engagement.
- Conducted market research to tailor content to target audience preferences, significantly increasing reach.
- **Increased social media reach by 49%** - Grew brand page followers significantly through trend-driven content, viral campaigns, and strategic collaborations.
- **Launched a dedicated Smartwatches page**, driving **25K+ organic followers in under a year**, establishing a strong digital presence for the category.
- Led content for **85+ product launches**, driving engagement, sales, and brand growth.

### boAt Lifestyle - Content Executive

03/2022 - 03/2023

- Created Content for **#DoWhatFloatsYourboAt** as a cultural IP, boosting **brand consideration by 27%** and strengthening community engagement.
- **Founder Branding** : Enhanced **Aman Gupta's personal brand**, driving **10M+ views** and increased engagement across his social media handles.

### Radio Mirchi - Script Writer, Freelance

09/2021 - 11/2021

### KPMG BSR and Co. - Audit Analyst

02/2021 - 08/2021

### BYJU'S - Business Development Associate

07/2020 - 01/2021

## ACCOMPLISHMENTS

- Purple Elephant Kyoorius Award
- 5 ABBYs and 10 AFAQS Awards
- DG+ Gold, Silver and Bronze Award
- 5 MMA APC Smarties