



# Venus Haloi

Results-driven Marketing Professional with expertise in digital strategies, budget management, and successful social media campaigns. Skilled in aligning content creation with business goals and executing collaborative ad campaigns. Adept at market research, trend identification, and data-driven decision-making.

## My Contact

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☎ 8473949199

## Skills

- Google Ads, Facebook & LinkedIn Ads
- Social Media Campaigns
- Google Analytics
- Social Media Analytics
- SEO and Keyword Optimization
- Website Management (WordPress)
- Market Research
- Content creation and Marketing
- Microsoft Office

## Education Background

- **Masters in Mass Communication and Journalism**

Reva University, Bangalore, Karnataka  
7.9/10 (SPI 4th) {2018-2020}

- **B.A (Hons) , Economics**

Cotton University, Guwahati, Assam  
6.80/10 {2015-2018}

- **12th (CBSE)**

Vivekananda Kendra Vidyalaya, Assam  
91% {2013-2015}

- **10th (CBSE)**

Vivekananda Kendra Vidyalaya, Assam  
9/10 {2013}

## Professional Experience

### upGrad KnowledgeHut – Performance Marketing

(Apr 2023 – Feb 2024)

### upGrad KnowledgeHut – Paid Media Strategist

(Sept 2022 – Apr 2023) (Third party payroll under VNV Advisory services)

- Achieved 3x growth in overall leads and reduced Cost per Lead by 25%, effectively minimizing junk leads.
- Decreased Cost per Eligible Lead (CPEL) by 10% for prominent and high-demand Bootcamp courses.
- Formulated digital performance strategies aligned with higher management objectives.
- Managed channels targeting Indian and International markets with a monthly spend exceeding \$180k.
- Expertly set up and optimized Paid Search Campaigns at every level, ensuring target ROI.
- Oversaw advertising across multiple platforms, including Google AdWords, Microsoft Advertising, Facebook, LinkedIn, and Twitter.
- Tracked KPIs for performance assessment, pinpointing issues for timely optimization.
- Developed monthly budget/revenue projections, assessed lead flow, conducted competitor research, and provided detailed performance reports to aid sales team success.
- Managed the company's social media platforms, strategically growing followers by an impressive 35% and substantial growth in brand awareness .

### Merck KGaA – Marketing and Communication Consultant

(Feb 2021 – Aug 2022)

- Generated engaging content across diverse platforms, including websites, blogs, and social media, ensuring a compelling and consistent brand narrative.
- Created comprehensive marketing strategies meticulously aligned with business goals and objectives, contributing to the overall success and growth of the organization.
- Collaborated seamlessly with the marketing team to execute various advertising campaigns, demonstrating strong teamwork and coordination skills.
- Led comprehensive analysis of campaign results, customer preferences, and market trends, implemented findings to enhance the effectiveness of future campaigns.

## INTERNSHIPS

### Kapture CRM – Content Writer (4 months)

### Sai Academy – Social Media Marketing (4 months)

### Healofy – Content Marketing (4 months)

### Charmboard – Social Media Marketing (4 months)