

PRACHI NEGI

📞 9891684690 📍 Faridabad
✉️ prachinegi2679@gmail.com

 [linkedin.com/in/prachi-negi-468115229](https://www.linkedin.com/in/prachi-negi-468115229)

Motivated and results-driven professional with experience in digital marketing and social media management. Skilled in content creation, trend analysis, and customer engagement, with strong analytical and communication abilities. Eager to leverage my skills to drive brand awareness and contribute to impactful marketing campaigns.

SKILLS

Technical Skills

Microsoft Office Suite

- Word - Skilled in creating and formatting documents, utilizing styles, headers and footers.
- Excel - Knowledgeable in advanced functions like VLOOKUP, PivotTables, and conditional formatting.
- Power point - Capable of designing visually appealing presentations with slide layouts, animations, and transitions.

Social Media Management

- Ability to analyze social media metrics and insights to refine strategies and drive results.
- Skilled in utilizing social media management tools and analytics platforms for scheduling, monitoring, and reporting.
- Strong ability to create visually appealing and engaging multimedia content.

Soft Skills

Problem Solving, Creative Writing, Analytical Thinking, Attention to detail.

Communication

English (Professional proficiency), Hindi (Native)

WORK EXPERIENCE

Jr. Social Media Manager

APR 2024 – JUL 2024 (4 months)

Online Syndrome

Green Park, New Delhi

- Researched industry trends and marketing strategies to keep content current and innovative.
- Scheduled and posted engaging content across multiple social media platforms, including Instagram, Facebook, Twitter, LinkedIn, and YouTube.
- Ran targeted Facebook ads to reach specific audiences and achieve marketing objectives.
- Created graphics and videos using Canva to ensure visually appealing and cohesive branding.
- Developed and produced compelling and visually appealing Reels to highlight clients global marketing projects, technological solutions, and success stories.
- Created detailed reports for clients, summarizing campaign performance and providing insights for future strategies.
- Monitored and analyzed social media performance metrics to evaluate the effectiveness of content strategies and campaigns.
- Communicated with clients to understand and address their needs, ensuring satisfaction and alignment with their goals.
- Collaborated with graphic designers and video editors to ensure high-quality execution of posts and Reels.

HR Trainee

AUG 2023 – FEB 2024 (6 months)

Disposafe Health and Lifecare limited

Faridabad, Haryana

- Collaborated with departmental managers to arrange and facilitate various training programs, ensuring alignment with organizational objectives.
- Prepared comprehensive training materials, Conducted evaluations of training sessions, collecting feedback and implementing improvements for enhanced effectiveness.

- Established and maintained a dynamic skill matrix, identify key areas for training and development across the organization.
- Built and conducted regular assessments to determine the competence criteria of the organization, mapping employee skills to optimize team capabilities.
- Supported the HR team in maintaining meticulous employee records, managing personal files, and preparing comprehensive MIS reports for management review.
- Successfully managed the ISO 13485 Audit process for HR department, ensuring compliance with quality management system and regulatory requirements.

Trainings

- 5'S Principles
- Time Management
- HR Policy

PROJECTS

Research –

Consumer Perspective towards Mamaearth

- Conducted a thorough consumer research project focused on Mamaearth products, analyzing consumer behaviors, preferences, and perceptions.
- Designed and executed surveys and interviews to gather qualitative and quantitative data from target demographics.
- Utilized statistical analysis tools to interpret data and extract meaningful insights to create comprehensive reports.

EDUCATION

BBA General <i>New Delhi Institute of Management, New Delhi</i> <i>cgpa</i>	Aug 21 – 24 9.1
Class XII <i>Holy Child Public School, Faridabad</i>	Apr 2021 86%
Class X <i>Holy Child Public School, Faridabad</i>	Apr 2019 89%

CERTIFICATES & COURSES

Digital Marketing Course	HubSpot Academy
--------------------------	-----------------