



Tinaa Ramrakhiani

Content Writer & Digital media enthusiast

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SUMMARY

Passionately pursuing a career in marketing and communication, I'm on the lookout for an alternance or full-time role where I can put my creativity and learning enthusiasm to good use. Ready to dive in, absorb knowledge and occasionally share a few laughs along the way!

WORK EXPERIENCE

Marketing & Communication Assistant, Autonomy Paris

Feb 2023 - July 2023

- Negotiated media partnerships for AMWE, signed 7% of new sustainable and active mobility media, which in turn, helped garner more than 20% of visitors than originally anticipated.
- handled all the social media accounts, curated contents and different campaigns and achieved an organic follower increase of about 6% on Twitter (X) and 21% on LinkedIn.
- Acquired proficiency in Hubspot, InWink, Mailchimp and various other CRM tools for B2B Marketing and inbound leads.

Marketing Intern, Angel Jobs Fr

May 2022 - July 2022

- Conducted Market research to understand the frequency of companies tuning to online platforms for part-time recruitments. Examined that 75% of managers opt for walk-in, finding it more convenient and time efficient than online process.
- Designed an editorial content plan for the upcoming launch of newsletter.
- Conducted SEO Analysis to ensure the company appears when relevant keywords are entered.

International Relations Executive, Parul University

Sep 2020 - Sep 2021

- Developed a strategic communication plan to engage with partner universities globally, resulting in the successful signing of MOUs with four distinguished business schools in Canada & Germany.
- Articulated seamless communications. Authored and developed content for social media.
- Lead a team of 5 people and organised a Symposium for our partner universities globally.

EDUCATION

Master of science in luxury branding & Marketing

Sep 2021 - Sep 2022

College de Paris

Bachelors of Business Administration

July 2018 - May 2021

Parul University

CERTIFICATIONS

Social Media Marketing

Issued Feb 2024 - Expires

HubSpot Academy

Mar 2026

[Credential URL: https://app-eu1.hubspot.com/academy/achievements/008152bw/en/1/tinaa-ramrakhiani/social-media-marketing](https://app-eu1.hubspot.com/academy/achievements/008152bw/en/1/tinaa-ramrakhiani/social-media-marketing)

SEO

Issued July 2024 - Expires

HubSpot Academy

Aug 2025

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