



# MEENU JAIN

*"A social media enthusiast and a passionate poet aspiring to add a streak of creativity in every walks of life"*

## 'REACH' ME AT



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Bur Dubai, Dubai



12 March, 1996

## 'DASHBOARD' OF WORK EXPERIENCE

### • CONTENT MARKETING SPECIALIST

Junaid Group, Dubai (July 2020- Present)

### • SOCIAL MEDIA EXECUTIVE

Apparel Group, Dubai (January - July 2020)

### • WEBSITE CONTENT WRITER AND SOCIAL MEDIA EXECUTIVE

Jaipur Rugs Company Pvt. Ltd. (January- December 2019)

Worknrbv (2014- 2018 as a Freelancer)

### • INTERN- 3 Months- DIGITAL PR

TV Ad INDX, New Delhi (2017)

Value 360 Communications, New Delhi (2018)

## I HAVE 'BOOKMARKED'

- Social Media Marketing
- Campaign Management
- Social Calendars
- Creative Copy-writing
- B2B& B2C Content
- Search Engine Optimization
- Community Management
- Website Content Creation
- Insight Analytics
- Marketing Tools (Newsletters, brochures, Invites)
- Social Media Advertising
- Facebook Ads Manager
- Google Analytics
- Hootsuite
- Ms. Office
- Canva
- Basic Photoshop

## HIGHLIGHTS

- Managed digital paid promotion worth approximately 2,00,000 AED for major brands of Apparel Group
- Covered INGLOTxPISA event at Palazzo Versace, Dubai and Birkenstock store launch at The Dubai Mall
- Developed highly optimized social media ads. This increased the e-commerce sale of Jaipur Rugs by 30%
- My rug story won 5 International awards in 2019
- Organized App based event at The Delhi School of Communication
- Freelancing as a content creator since High School
- Won national level Ad Mania Competition

## MY PEDAGOGICAL 'THREAD'

- **POST GRADUATE DIPLOMA PROGRAMME IN COMMUNICATION**  
The Delhi School of Communication (2017-2019)
- **MA IN JOURNALISM AND MASS COMMUNICATION**  
Swami Vivekananda Subharti University (2017-2019)
- **B.Com (Economics Honors)**  
University Maharani College, Jaipur (2014- 2017)