

# JAYANTI GARG

INFLUENCER MARKETING MANAGER



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## PROFILE

Result-oriented influencer marketing manager with three years of experience working with various clients and agencies. Experienced in creating and executing successful influencer marketing campaigns for clients. Strong creative and analytical skills. Team player keen on learning the best strategies to bring desirable results to the company.

## SKILLS

- Research
- Influencer Marketing
- CRM
- Social Media Advertising
- Computer Literacy
- Microsoft Office
- Google Workspace
- Video Editing
- Strong Communication
- Strong Negotiation
- Problem-Solving
- Creative Thinking
- Analytical skills
- Teamwork
- Fast Learner
- Time Management
- Organised

## EXPERIENCE

### INFLUENCER MARKETING MANAGER

GreenCosmic Influencer Marketing Agency

December 2020 - April 2022

- Searching for influencers across social media platforms such as Youtube, Instagram based on client's requirements and target audience
- Usage of a variety of tools for efficient searching like noxinfluencer, VidIQ, Youtube analytics
- Building new influencer relationships through outbound efforts (Email via YAMM, Direct Messages, Calls)
- Negotiating with an onboard influencer for required ad placement on their social media channel
- Coming up with scripts and strategies crafted specifically to ensure clean blended advertisements with the channel's content
- Ensure timely creation and release via efficient instructions, guidance and reviewing the content

# EDUCATION

## SEPTEMBER 2022 - ONGOING

Institute Of Economics and Management, National Research Tomsk State University, Tomsk, Russia

Master's in International Management

## SEPTEMBER 2019 - AUGUST 2021

Dept. of Philology, National Research Tomsk State University, Tomsk, Russia

Master's in Text Technologies - Creation and Translation - Received Diploma of Excellence

## JULY 2015 - JUNE 2018

Centre of Russian Studies, Jawaharlal Nehru University, New Delhi, India

B.A. Honors in Russian Language , History and Cultural Studies - 8.6/ 9 CGPA

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# LANGUAGES

- English - Fluent, Professional Proficiency
- Russian - Fluent, Professional Proficiency
- Hindi - Fluent, Native
- Spanish - Beginner

- Control releases, collaboration with finance for payments
- Perform subsequent performance analysis of the ads released
- Participate in creative brainstorming and come up with solutions in case of unexpected results or to enhance results
- Maintaining teamwork via constant communication through Asana while also working remotely and individually.
- Reporting and uploading all information on Excel and Google sheets with detailed result analysis

## INFLUENCER MARKETING MANAGER

Fazze Advertising Agency

August 2019 - December 2020

- Searching for influencers on Youtube based on the client's requirements and target audience
- Building new influencer relationships through outbound efforts (Emails, Calls)
- Negotiating with an onboard influencer for required ad placement on their social media channel
- Receiving the script from client and translating to the required language of the influencer
- Ensure timely creation with blogger via effective instructions and guidance
- Collaborating with client for Approvals and executions
- Collaboration with finance for payments
- Control releases
- Reporting and uploading all information about releases and new negotiations on CRM platform