



Ruchita Baania

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01/04/1991
Indian

SUMMARY

Digital Marketing & Marketing Professional

Creative and results-driven professional with 9+ years of experience in the retail and manufacturing industries. Proven expertise in digital marketing strategies, including social media management, SEO, paid ads, and branding, driving increased website traffic and engagement. Skilled in event management, market research, and delivering measurable outcomes. A detail-oriented team player dedicated to continuous growth in the dynamic digital marketing landscape.

INTERNSHIP

Navbharat Times Mumbai, Intern,
01/2014 - 07/2014

One of the India's largest circulated as well as largest readership Hindi newspapers.

- Worked on education, Political and business beat.
- Created various articles, took interviews, assisted Sr. Reporter, translated given press release from English / Marathi to Hindi

SKILLS

- Digital Marketing
- Branding
- Internal and External Communication
- Social Media Marketing
- Email Marketing
- International Exhibition Management
- Content Strategy Formulation
- Data Analysis

EXPERIENCE

05/2025 - Current

Assistant Manager - Corporate communications

Aarti Industries Limited | Mumbai

- Led the creation of annual reports, coordinating effectively with vendors and internal teams to ensure timely and accurate delivery
- Executed strategic communication initiatives to strengthen corporate reputation and brand positioning.
- Created and distributed impactful content, including press releases, newsletters, annual reports, and marketing collateral. Led social media marketing and SEO efforts to drive online visibility and engagement.
- Planned and managed paid digital campaigns across platforms to generate leads and boost brand awareness.
- Utilised SAP for vendor coordination and ensured timely processing of payment releases.
- Oversaw website updates and led the successful redevelopment project to improve UX and content alignment.
- Handled media relations, responding to press enquiries, and building strong relationships with journalists.
- Planned and executed high-impact corporate events and conferences, enhancing stakeholder engagement and visibility.

01/2021 - 04/2025

Sr. Manager - Marketing

Avlock International India Private Limited | India

Responsibilities:

- Supervise Social Media Marketing and Email Marketing content.
- Creating Branding materials including creatives, brochures, leaflets, and banners.
- Manage paid social media campaigns and SEO for the website.
- Handle the Sales-Marketing lead funnel.
- Organize international and national exhibitions/seminars.
- Conduct market research to better understand the target audience.
- Develop and maintain CRM for sales, inside sales, dispatch, and management.
- Lead a team of 2 members.

Achievements:

- Increased inquiries by 42% through effective marketing campaigns.
- Grew the database by 132% through targeted marketing.
- Increased website traffic by 40% and improved SEO performance.
- Expanded social media reach by 107%.
- Organized exhibitions that led to an 80% increase in inquiries.

- Google AdWords
- Photoshop / Illustrator
- Corel Draw
- Video Editing Software
- CRM software proficiency
- Pay-Per-Click campaigns
- Proficient in excel
- Graphic design
- Email marketing tools
- Budgeting and financial analysis
- Presentations and proposals
- Creative thinking
- Hiring and training management
- SEO optimization
- Campaign management

WEBSITES, PORTFOLIOS AND PROFILES

- LinkedIn : <https://www.linkedin.com/in/ruchita-baania>
- Email : ruchitabaania@gmail.com

HOBBIES AND INTERESTS

- Travelling
- Cooking
- Reading

- Increased social media engagement by 150%.
- Streamlined processes with CRM, cutting admin work, improving quotation conversion, ensuring real-time updates, and fostering departmental transparency.

04/2017 - 10/2020

Sr. Executive - Digital Marketing

West Pioneer Properties (India) Pvt. Ltd | India

Duties:

- Oversaw social media marketing strategies for in-house brands: Metro Junction Mall, Zingeria, Metro Grande, and Metro Plaza.
- Formulated and implemented content strategies for social media, SMS, email campaigns, and SEO.
- Collaborated with digital agencies and mall retailers to execute campaigns and contests.
- Directed Online Reputation Management (ORM) and generated monthly performance reports.
- Evaluated web metrics and communicated insights to management.

Accomplishments:

- Grew Facebook followers by 20% and Instagram followers by 120% in 2019.
- Partnered with local influencers to elevate brand visibility.
- Coordinated impactful mall events connected to social media campaigns.

01/2015 - 07/2016

Research Analyst

Effectus Solutions Pvt. Ltd | India

Responsibilities:

- Developed and executed online marketing strategies.
- Managed Google Ads and multiple online platforms, including Facebook, Twitter, LinkedIn, Pinterest, SlideShare, Tumblr, and Google Business.
- Oversaw website development and testing to ensure optimal functionality and user experience.

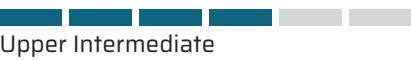
Achievements:

- Grew Facebook fanbase by 400% and Twitter followers by 89%.
- Designed infographics using Photoshop and CorelDRAW for blog content.
- Improved Google rankings and boosted website traffic through SEO optimization.

LANGUAGES

English Proficient:

B2



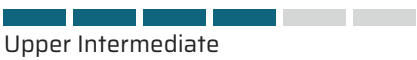
Marathi:

B1



Hindi:

B2



French Beginner:

A1



EDUCATION

2012

Bachelor of Mass Media | VPM's Joshi-Bedekar College

Bachelor of Arts: Journalism

01/2014

Mumbai University | Mumbai University

Master of Arts (M.A) in Communication & Journalism: Mass Communication