Name: Deepika Thakurdas

City: Seattle, WA

Areas of Expertise:

Digital marketing strategy, social media marketing, analytics, content creation, blogging, and SEO.

Professional experience

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| Oct’11 – Jan’12 | Jones Advertising | Social Media Strategist   * Devised and implemented ten week social media campaign * Created social media content strategy and measured engagement using Facebook analytics and Hootsuite Analytics . Increased Facebook fans by 42% * Initiated online PR efforts: created and distributed press release to leading publications and bloggers resulting in 85 online placements |
| Feb’11 – July’11 | Charlottesville CVB | Social Media Intern   * Created and led social media campaign to build awareness of Virginia wine among 600 wine bloggers for wine bloggers conference in Virginia, 2011 * Developed compelling content and measured engagement using Radian6 and Tweetstats |
| Sep’10 – Dec’10 | University of Virginia | Online PR Intern   * Assisted the Director of Communications to promote Darden’s newly launched GEMBA program in international markets including writing press releases for media mileage and coordinating with international PR agencies in India, Japan, Philippines and South Korea |
| Aug’08 – May’09 | White Lounge | Digital Marketing Specialist   * Coordinated with external PR agency to launch White Lounge in Mumbai * Developed partnerships with online city guides and lifestyle bloggers; White Lounge was featured in over 15 articles online * Created concepts and content for social media strategy on Facebook and Orkut |
| July’05 – June’07 | Polycab Wires | Marketing Communications Specialist   * Responsible for marketing communications and agency management * Editor of internal and external newsletters – created content and design * Produced quarterly events including management of vendors and on-site coordination |

Education:

Masters in Mass Communications, Virginia Commonwealth University, Richmond, VA

Masters in Tourism Management and marketing, University of Nottingham, UK

Bachelors in Business Management, University of Mumbai, India

Skills:

Wordpress, Facebook, Twitter, Tumblr, Digg, Radian6, Hootsuite, Tweetdeck, Pinterest, YouTube, Instagram, Flickr, LinkedIn, Technorati, Stumbleupon, Google analytics

Things I like to do:

25 – countries I’ve traveled to

Sangria – my poison

Running – is therapeutic

A hot cup of green tea – helps me unwind

Blogging – keeps me connected

My favorite social media tool:

Pinterest