

# Ishwar Adwani

Consultant Social Media

Edinburgh, UK

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## Languages

French (Basic)

Spanish (Basic)

Hindi (Fluent)

English (Fluent)

## About

BRANDS WORKED WITH

Raitani Constructions

Royal Bakers

## Experience

### ● Property Marketing Consultant

Raitani Constructions | Oct 2019 - Aug 2021

Responsible for performing market research, by identifying prospective clients. Grew client business by 38% above the average for previous fiscal years through targeting areas for possible expansion. Developed new prospective clients through referral, networking, online research, and outbound calls.

- Fostered a collaborative working approach and managed staff (internal and external) and volunteers
- Planned commission and manage contractors employed for a specific purpose, such as tree surgeons or building services engineers
- Supervised and facilitated the organization of repairs and maintenance for redevelopment for various sites, possibly for preparation for a different use
- Facilitated kickoff meetings and checkpoints with product managers, account managers, creative production and operations teams to ensure project parameters achieved goals for generating revenue and building brand recognition.
- Lead the team in the development and execution of the business development plan and marketing campaigns.
- Mentored junior team members regarding the features and benefit sales strategies to maximize close ratio
- Kept track of any new documentations required for rental projects and followed up with the clients.



### ● Social media marketing specialist and digital marketing executive

Royal Bakers | Jun 2015 - May 2018

Helped to launch new products after conducting market research, and then later in the promotional activities by practicing various marketing modes like pamphlets, magazines, billboards, posters to reach customers to help establish the product.

- Part of the winning team in baking session and cooking held in factory to promote team coordination.
- Responsible for overlooking new product launch on social media channels as Instagram and Facebook, executed various sales practices and discounts which consequently tracked traffic on google analytics.
- Delivered marketing analytics and actionable dashboards through A/B testing. Attracted organic audience by developing consistent content calendar and effectively managing social media platforms.
- Keeping records of new customers built up throughout the month, maintaining relations with them by sending personalized messages on their special occasions like birthdays/anniversaries
- Developed email databases for lead generation, analyzed campaign performance, and suggested improvements which increased the product revenue by 25%.
- Conceived and executed efficient and intuitive marketing strategies and monitored users' engagement through the feedback of the target audience on every post.
- Created and maintained content plans that championed monthly KPIs and engagement goals. Managed social media campaigns for multiple audiences across platforms including Facebook, Twitter, Pinterest, LinkedIn, Blogs, and YouTube.