

Khushi Pavan Kumar

Social Media Director

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Languages

Tamil

English

About

With a flair for marketing and social media management in diverse settings, I excel at creating engaging content that resonates with retail audiences. My adaptability and keen eye for detail enhance customer experiences across various high street and premium brands, demonstrating my passion for the dynamic world of retail.

BRANDS WORKED WITH

- Body Aura
- MishMash By Manisha
- Shobha Syndicate
- Toastmasters International
- Know Your Lemons
- The Crown Estate

Experience



● junior marketing manager

The Crown Estate | Jan 2024 - Mar 2024



● Marketing intern

Know Your Lemons | Sep 2023 - Dec 2023

● MARKETING MANAGER

| Oct 2022 - Feb 2023

Launched new campaigns & upgraded existing strategies. Social Media Management: @mishmash_bymanisha Schedule, Optimize & Report all social media activities & engage with users. Content & Copywriting for all digital platforms.

● JUNIOR MANAGER

Shobha Syndicate | Jul 2022 - Sep 2023

Effectively communicate market research outcomes to shareholders. Market Research on Marketing Tools for B2B Businesses. Supervising and Controlling the daily assigned tasks.



● SOCIAL MEDIA MANAGER

Body Aura | Jul 2021 - Oct 2021

Social Media Management: @bodyaura.fit Designing creative posts using Canva. Creating video content for stories & Reels. Brainstorming content ideas and scheduling the content calendar



● AREA DIRECTOR

Toastmasters International | Jan 2021 - Jan 2022

District 121 - Toastmasters International 2021-2022
Leading a team of 45+ students & Managing 4 clubs. Marketing and PR for all events and club-related activities. Social Media Management: @cmstoastmasters Mentoring Students & Teachers to become proficient speakers.

Education & Training

2023 - 2024 ● king's college london

MSc , International Marketing

2019 - 2022 ● Centre for Management Studies, Jain University

Bachelor of Business Administration,

2017 - 2019 ● **Yuva Bharathi public school**
SENIOR SECONDARY DIPLOMA,

2005 - 2017 ● **SUGUNA PIP School**
High School Diploma,