

MADHU KUMARI VASWANI

Marketing Specialist | Influencer Marketing | Social Media & Brand Coordination

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PROFESSIONAL SUMMARY

Marketing Specialist with a strong foundation in international sales and **1.5 years of hands-on marketing experience** spanning digital campaigns, influencer strategy, content planning, and event activations. Proven ability to deliver measurable results growing organic **brand presence from 0 to 6,000+ followers, improving engagement rates by 2.3x, and managing a USD 700,000 influencer campaign overseeing an agency of 30 creators.** Leverages a sales-driven commercial mindset to build marketing strategies that connect with audiences and drive tangible business outcomes across the UAE and broader GCC market.

SKILLS

Core Skills: Social Media Marketing · Influencer Marketing · Content Strategy & Planning · Campaign Management · Market & Competitor Research · Event Marketing

Technical Skills: Canva · CapCut · Meta Business Suite · Metricool · Modash · Instagram & TikTok Analytics · Mailchimp · ChatGPT · Microsoft Excel · Google Sheets · Gamma

PROFESSIONAL EXPERIENCE

Marketing Specialist | ANAX Capital Financial Market L.L.C | Dec 2024 – Present

- Developed and executed integrated digital marketing campaigns driving brand growth from **0 to 6,000+ organic followers**, increasing **high-intent engagement by 2.3x** and generating **3 inbound brand partnership enquiries.**
- Planned and managed monthly content calendars across **20–28 assets** including reels, videos, static creatives, and educational carousels, improving engagement rate from **2% to 3% within 90 days.**
- Developed marketing copy and content across digital platforms, ensuring message clarity, brand consistency, and audience relevance.
- Conducted market and competitor research to identify trends, inform campaign strategy, and optimize performance across channels.
- Independently built and executed an influencer strategy from scratch identifying, vetting, and onboarding **8–9 creators across TikTok and Instagram**, managing outreach, scripting, rate negotiation, and full campaign coordination.
- Currently managing an influencer marketing program end-to-end, overseeing an agency of **30 creators across contracts, briefs, and deliverable approvals within a 1-month campaign window**, steering a **USD 700,000 budget toward ANAX Capital's largest campaign to date.**
- Identified and evaluated 7–8 industry events for sponsorship, networking, and brand visibility opportunities aligned with business growth objectives.
- Managed end-to-end event marketing activations **coordinating 2–3 vendors** per event across planning, negotiations, execution, and post-event evaluation.
- Collaborated with internal teams and external partners to ensure consistent brand messaging and seamless campaign delivery across all touchpoints.

International Sales Executive | **Zyne Ventures L.L.C** | September 2022 – June 2024

- Implemented targeted lead generation strategies using LinkedIn Sales Navigator to identify and engage 50+ high-value clients and contributed to a 20% revenue increase over two quarters.
- Improved campaign email performance in collaboration with the marketing team by applying A/B testing to subject lines and content layouts, increasing open rates by 25% from a 40% baseline within 6 months.
- Consistently exceeded monthly sales quotas by 50%, ranked among top-performing team members, and increased lead conversion by 20% through personalized outreach and HubSpot CRM tracking.
- Strengthened client growth and retention by improving retention by 30% through proactive communication, loyalty incentives, upselling, and cross-selling; also boosted Tax Cutter project signups by 30%.

Business Development Officer | **Breecom Private Limited** | March 2021 – March 2022

- Boosted **lead generation by 35%** by identifying and contacting **100+ potential customers weekly** through cold calling, email campaigns, and social media outreach using **LinkedIn Sales Navigator** and **Lusha**.
- Developed a unique **sales cadence** that resulted in **3-4 bookings per week**.
- Delivered compelling **demonstrations and presentations** to prospective clients, increasing **engagement rates by 30%** and contributing to a **15% rise in conversion rates**.
- Executed targeted **negotiations** with **SMEs and banks** for **SDWAN and cloud solutions**, leading to the successful acquisition of **50+ new clients** while enhancing service contracts by **25% over an 8-month period**.
- Increased **sales productivity by 20%** from Q1 to Q2 by organizing and updating lead data in **Ixtel CRM**, streamlining follow-up processes, and improving conversion rates.

Project Trainee Sales | **Dairyland Ltd. Karachi** | Dec 2020-Feb 2021

- Conducted extensive market visits and developed service questionnaires to gather consumer insights, preparing reports and presentations that informed future channel management and shopper marketing strategies.
- Supported the sales and brand team in product launches, communication planning, display setup, and loyalty programmed development. Launches, communication plans, setting up displays, designing loyalty programmed.

Marketing Intern | **Continental Biscuits Ltd Karachi** | June 2019-July 2019

- Developed marketing plans and campaign proposals, generated content ideas to grow social media engagement, and contributed fresh concepts for ATL/BTL activities while documenting meeting minutes and supporting campaign execution.

EDUCATION

Institute of Business Management –(IoBM) University Karachi

- Executive Master of Business Administration September 2022 – May 2024
- Bachelor of Business Administration (Sales & Marketing) September 2016 – August 2020