

JYOTI SINGH

📍 Gurgaon | 📞 +91 98107 69807 | ✉️ singh.jyoti444@gmail.com
🔗 LinkedIn: <https://www.linkedin.com/in/jyotisingh-85533032/> | 🌐 Portfolio: jyotisingh.co.in

PROFESSIONAL SUMMARY

Dynamic and results-driven Digital Marketing Leader with 12+ years of proven success in executing high-impact digital campaigns, driving brand growth, and leading influencer marketing strategies. Known for a data-driven mindset, innovative storytelling, and building memorable brand experiences across industries. Demonstrated ability to lead cross-functional teams, optimize digital presence, and consistently deliver measurable results.

CORE COMPETENCIES

- Digital Marketing Strategy
- Influencer & Content Marketing
- Brand & Campaign Management
- Social Media Strategy & Community Management
- Creative Storytelling & Content Development
- Cross-functional Team Leadership
- Analytical Decision-Making
- Budget Management & Reporting

PROFESSIONAL EXPERIENCE

Senior Manager – Brand Digital | Fenesta Building Systems | Gurgaon

May 2025 – Present

- Spearheading integrated marketing campaigns positioning Fenesta as a premium brand in B2C and B2B markets.
- Executed comprehensive digital strategies across SEO, SEM, social media, content, and email marketing.
- Led content and social media strategy to boost engagement and brand recall.
- Oversaw website redesign, UX/UI optimization, SEO, and CMS management.
- Fostered alignment between marketing, sales, and customer service teams.

Marketing Manager – Digital | vivo India | Gurgaon

Aug 2019 – Apr 2025

- Directed brand and influencer campaigns, leveraging data and creative storytelling.
- Built and managed strong influencer ecosystems through agency and talent collaborations.
- Created strategic dashboards and reports to guide marketing investments.
- Drove product education and awareness via social media, website, and WABA.
- Honed community engagement and led award-winning social media initiatives.

Senior Manager – Strategy & Planning | Eleve Media | Gurgaon

May 2017 – Jul 2019

- Generated 55% of total business through acquisition and retention of major clients.
- Designed tailored influencer strategies for brands including Havells, LG, Flipkart, Adidas, and more.
- Ensured alignment between influencer content and brand identity across campaigns.

Sr. Executive – Social Media & Content Quality | OLX India | Gurgaon

Sep 2013 – Apr 2017

- Drove regional brand presence in India, Bangladesh, and Pakistan through social channels.
- Curated impactful content and managed influencer collaborations.
- Executed live events and monitored social insights via Hootsuite, Simplify360, and Locobus.

Project & Corporate Communications Manager | Web Expert | Delhi

Nov 2012 – May 2013

- Managed SEO, SEM, and website projects end-to-end.
- Interfaced with clients to ensure satisfaction and timely project delivery.
- Delivered detailed reporting and performance analysis.

EDUCATION

- Diploma in Digital Marketing – Digital Vidya, 2020
- MBA (Information Technology) – Bharati Vidyapeeth University, Pune, 2012
- BBA – Lucknow University, 2010

AWARDS & ACCOMPLISHMENTS

- Most Versatile Campaign, India Influencer Conclave 2024
- Best Phone Photography Campaign, IBA 2023 & 2024 (vivo X series)
- Gold Winner, Adgully SCREENXX Awards for vivo Imagine Awards strategy
- Creative Winner, Kyoorius Awards – First ever OTT brand integration
- Multiple accolades for “Stories Through Portrait” flagship handset campaign (AFAQS & INKSPELL)
- Developed international brand storytelling with FIFA and Cannes collaborations
- Out-of-the-Box Thinker & Performer of the Quarter, vivo India