

# Riya Dubey

## DIGITAL MARKETING PROFESSIONAL

Passionate Marketing Program Manager with 1.5 years experience of managing various projects in a massively growing ed-tech company, reduced marketing cost by 30% in 5 months and increased 20% engagement on social media platforms every fortnight also led the team in international expansion and managed overall growth of the brand along with profitability.

✉ [riyadubey128@gmail.com](mailto:riyadubey128@gmail.com)

📞 08454916270

📍 Thane

in <https://www.linkedin.com/in/riya-d-a0b95b189/>

## SKILLS

Project Management  
Advertising

Microsoft Excel  
Digital Marketing

Social Media  
Creative Direction

## EXPERIENCE

### Marketing Program Manager

**WhiteHat Jr** *Nov 2020 - Feb 2021*

- Met 130% of the revenue goal in fast paced ed-tech company
- Improved sanity of advertising omnichannels
- Managed heavy budget digital campaigns

### Marketing Executive

**WhiteHat Jr** *Mar 2020 - Nov 2020*

- Planned digital campaigns and supervised business development and sales teams to ensure consistency in branding
- Performed A/B testing which resulted in increasing landing page conversions by 15% in 4 months.

### Marketing Associate

**WhiteHat Jr** *Aug 2019 - Mar 2020*

- Enhanced our open rate for customer online campaigns by 13%. Decreased churn by 36%.
- Coordinated with operations and sales training team and simplified communication at a broader level.

## PROJECTS

### Affiliate Program

#### Video creator

- Wrote script for a infographical video
- Shot the video
- Edited and promoted the video

### Market Research

#### Interviewer

- Found interests of the potential users
- Desiphered substantial features required by the customers

## EDUCATION

### Bachelor of Science Biotechnology

**Kishinchand Chellaram College** *Jul 2016 - Apr 2019*

### HSC

**MSBSHSE** *Jun 2014 - Mar 2016*

### SSC

**MSBSHSE** *Jun 2002 - Mar 2014*

## CERTIFICATION

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**Advanced Diploma In French**  
University Of Mumbai 2020-11-12

**Diploma In French**  
University Of Mumbai 2019-04-05

**Certificate Course In French**  
2018-06-19

## AWARDS

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**Hall of Fame**  
WhiteHat Jr 2019-10-10

**Exceptional Performer**  
WhiteHat Jr 2020-02-11

**Marketing R&R**  
WhiteHat Jr 2020-06-10

**Marketing Hall of fame**  
WhiteHat Jr 2020-11-04

## LANGUAGES

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English

Hindi

French

## HOBBIES

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Reading  
Traveling

Music  
Youtube