



RINKITA PAWAR

Marketing Manager

ABOUT ME

Experienced Digital Marketing Manager with 6 years of expertise in both offline and digital marketing, working across industries like NGOs, salons, F&B, and education. Skilled in managing social media, creating marketing campaigns, and building brand awareness. Strong background in boosting digital growth and ensuring consistent brand messaging. Currently handling digital marketing for Oriental Aromatics LTD, The Gateway School of Mumbai, Gateway Intervention Centre, and Gateway Research and Development.



8828784048



rinkitapawar61860@gmail.com

EDUCATION

Bachelor of Arts

IDOL Mumbai University
2020-24

HSC

Mumbai University
2015-16

SSC

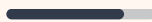
Mumbai University
2013-14

KEY SKILLS

Management Skills



Creativity



Digital Marketing



Negotiation



Website Management



Leadership



LANGUAGE

English | Hindi | Marathi

HOBBIES



EXPERIENCE

Digital Marketing Manager

Currently working

The Gateway School of Mumbai

- Document events and manage social media for Oriental Aromatics LTD, Gateway School, Gateway Intervention Centre, and Gateway Research and Development.
- Collaborate with teachers and support various school activities.
- Lead digital marketing efforts across multiple platforms, ensuring consistency and engagement with key audiences.

Assistant Marketing Manager

May- Dec 2023

Meraki Hospitality LLP

- Coordinating with agencies to develop social media content and marketing strategies for brands including The Urban Foundry, Bharat Bhavan, and Butter - Bar & Kitchen.
- Organizing influencer and socialite food tasting events to boost brand presence.
- Overseeing event planning and vendor coordination.
- Guiding content executives in creating engaging content for social media platforms.
- Ideating and styling photo/video shoots to maintain brand consistency.

Digital Marketing Executive

2021-2023

Femina Flaunt Studio Salon – Times of India, Mumbai

- Developed and executed brand-building strategies, including creating social media calendars and running ad campaigns on Facebook, Instagram, and YouTube.
- Collaborated with web designers to keep the website updated.
- Coordinated with agencies for marketing collateral creation and influencer marketing.
- Managed Shopify website content updates.

Digital Marketing Executive

2020-2021

Meghavi Wellness Spa & Salon, Hyderabad

- Managed social media channels, including Google My Business and TripAdvisor.
- Coordinated influencer marketing and maintained relationships with clients.
- Monitored customer reviews and managed branding collateral.

Social Media & Project Assistant

2018-2020

One Life Movement, Mumbai

- Managed daily office operations, scheduling, and staff meetings.
- Created reports, presentations
- Handled social media management, content creation, and graphic design
- Planned photoshoots and events; conducted email marketing (Mailchimp).
- Designed sets for photoshoots and short films.