



Jyoti Chauhan

Digital marketing and brand professional with experience in social media strategy, content planning, branding, SEO, and creative project coordination. Experienced in managing marketing initiatives, working with creative teams, and taking projects from strategy and planning through execution and performance tracking.

CONTACT :

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SKILLS :

- **Brand Building** – Shaping brand identity, positioning, and communication across digital touchpoints.
- **Content & Social Strategy** – Turning audience, trends, and brand insights into content ideas, campaigns, and calendars.
- **Creative Execution** – Taking ideas from brief to final output with designers, editors, photographers, and developers.
- **Digital Growth** – Working across SEO, websites, content, and organic visibility to strengthen a brand's digital presence.
- **Project Leadership** – Managing people, priorities, timelines, and multiple moving parts to get work delivered well and on time.

EDUCATION :

- Multimedia - 2010-2011
- BSC in Fashion Designing -2013-16
- Advanced Digital Marketing Masters Course -2023

EXPERIENCE :

Harnium & Delhi School of Internet Marketing (DSIM)

Head of Operations | Apr 2025 – Jul 2026

Promoted from Digital Marketing Manager to Head of Operations based on strong performance and leadership.

- Oversee end-to-end business operations across Harnium and Delhi School of Internet Marketing (DSIM).
- Lead cross-functional teams, including Sales, Marketing, Placement, Delivery, and PR, ensuring smooth coordination and operational efficiency.
- Drive strategic planning, process improvement, and day-to-day business operations to support organisational growth.
- Oversee digital marketing initiatives, including organic social media, content strategy, website management, SEO, and brand campaigns.

Digital Marketing Manager | Jan 2024 – Apr 2025

- Managed organic social media marketing across multiple platforms to strengthen brand visibility and engagement.
- Planned and executed content strategy, including copywriting, creative coordination, and campaign planning.
- Led website development projects, coordinating with designers and developers to improve user experience.
- Managed SEO projects, including on-page optimisation, content planning, and performance monitoring.
- Coordinated brand photoshoots and marketing creatives to maintain a consistent brand identity.
- Worked closely with cross-functional teams to support lead generation and marketing campaigns.

Harnium — March 2023 – December 2023

Freelance Digital Marketing / Web & Social Media

- Worked on Wix website projects for clients, including website setup, content updates, page structure, and coordination with the team.
- Managed social media projects, including content planning, calendars, creative coordination, and publishing.
- Worked directly on client requirements and coordinated with designers/developers to ensure projects were executed as planned.

FIS Global (Tesco Mobile UK Process) | Oct 2021 – Oct 2022

Customer Service Associate & Sales Associate

- Provided customer support to Tesco Mobile UK customers via live chat.
- Resolved customer queries related to billing, accounts, and mobile services.
- Assisted customers with plan upgrades, new connections, and product recommendations.
- Consistently met customer service and sales performance targets.

Success Key Technosystems Pvt. Ltd. | Feb 2020 – Mar 2021

Customer Care Executive

- Provided customer support through an international live chat process.
- Assisted clients with queries related to website development, digital marketing, and graphic design services.
- Managed quotations, project updates, and coordinated with internal teams to ensure timely resolution.
- Collected client feedback and maintained a high standard of customer satisfaction.

Jyo's Closet | 2016 – Present

Founder

- Founded and managed a fashion brand, operating an offline retail store until 2020.
- Currently expanding the brand through e-commerce and online sales channels.
- Managed end-to-end business operations, including production, inventory, customer service, and order fulfilment.
- Planned and executed marketing campaigns, social media, website management, and SEO.
- Handled vendor coordination, product sourcing, and business strategy.

Afrah by Sakshi Sehgal | May 2015 – Jul 2015

Fashion Designer Intern

- Assisted in the production of new garment designs.
- Coordinated with the store and production teams.
- Created fashion illustrations for new collections.
- Gained hands-on experience in customer interaction and retail operations.

Kazo | Apr 2014 – May 2014

Fashion Designer Intern

- Assisted designers and the production team throughout the product development process.
- Coordinated fabric sourcing and maintained TNA (Time and Action) sheets.
- Supported sample development and quality checks.
- Conducted market research on fashion trends and competitor products.