

Bhavana Jethanand Khatri

[Email](#) | [Portfolio](#) | [LinkedIn](#) | 774-418-9982 | Boston, MA

EXPERIENCE

JYNX Productions

Apr 2022 - Jul 2022

Digital Marketing Strategist

Yarmouth, ME

- Monitored the performance of current social media platforms to draw conclusions and create funnel marketing strategy.
- Assisting with process, reporting and insights to implement inbound/ outbound content marketing and drive successful KPIs, ROI, and the overall effectiveness of the marketing campaign

Bose Corporation

Jul 2021 - Dec 2021

ASD Marketer

Framingham, MA

- Designed invitations, optimized landing pages to ease the registration process, and redesigned Checklist using SharePoint in alignment with employer branding strategy which helped analyze the web metrics for the goals and accomplish the target.
- Actively participated in broadening my skills and knowledge by learning new courses and methodologies sponsored at Bose.
- Developed and analyzed B2B2C marketing campaigns strategy, documented process to ensure standardization for stakeholders.

I'AM Icon Advertising and Marketing

Jan 2018 – Sept 2019

Social Media Assistant

Kalyan, MH

- Managed social media presence of 8 brands through content creation, copywriting, and social marketing for clients.
- Developed platform specific strategies for Facebook, LinkedIn, Instagram and used data to drive decisions, test and learn to better understand the audience preferences, and aligned adequate measurement processes to all KPIs.

XN & ACADEMIC PROJECTS

UX/ UI Researcher, PS Collective

Jan 2022 - Apr 2022

- Conducted extensive competitive analysis, created Buyer Personas and Wireframes using Figma.
- Delivered high-quality assets at both strategic and operational level, learned, and proposed scalable processes and suitable solutions, and designed application to simplify and meet the end customer needs.

Website Developer, P. S. - I Made This – WordPress

Feb 2022 - Apr 2022

- Devised a website from scratch for online marketplace, programmed functionalities such as RSS, Google AdWords, added relevant content recommendation on the checkout page, and responsible for website management.

Social Media Marketer, Subdream Studios

Jun 2020 - Sept 2020

- Implemented all aspects of social media vision ranging from digital campaigns development to innovative brand engagement.
- Provided strategic recommendations, made informed decisions, and revised future marketing plans.

EDUCATION

Northeastern University

Boston, MA

Master of Science, Digital Media Management

Jan 2020 – Jul 2022

University of Mumbai

Mumbai, MH

Post-Grad Diploma, Advertising and Public Relations

Jun 2018 – Apr 2019

University of Mumbai

Ulhasnagar, MH

BA, Mass Media; Advertising

Jun 2015 – Apr 2018

SKILLS

- | | | |
|---------------------------|-------------------------|----------------------------|
| • Content Development | • Data Analysis | • Email Marketing |
| • Project Management | • Google Cloud Services | • Microsoft Office Suite |
| • Marketo | • HubSpot | • Salesforce |
| • HTML, CSS, JavaScript | • Adobe Creative Cloud | • SEO/SEM |
| • A/B and Concept Testing | • SaaS | • Paid Search/ Paid Social |

LICENSES

- | | | |
|------------------------------------|------------------------------|----------------------|
| • Section 4- Brand Strategy Sprint | • Lean Six Sigma Yellow Belt | • HootSuite Platform |
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