

# VIDYA VASAVAN

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• Post Study Work Visa (3 Years | Valid till Aug 2027)

Portfolio link: <https://thesocialvidya.com/>

## **Summary**

Passionate marketing professional with a strong foundation in content creation, brand promotion, and visual strategy. I craft impactful campaigns that resonate across social and digital media, building engagement and helping brands connect meaningfully with their audiences.

## **Professional Experience**

### **PLACEME CONSULTANTS • NEW ZEALAND**

**Digital Marketing Executive • Feb 2024 – Till date • Temp**

*Education and Immigration consultancy | 8 -10 staff members*

#### ***Core Duties***

- Design engaging social media posts and campaigns promoting New Zealand as a top study destination.
- Manage and publish content across different platforms, making sure it aligns with business goals.
- Craft engaging and brand-aligned content for blogs and newsletters, tailored to enhance reader engagement and brand messaging.
- Collaborate with the CEO in meetings with university directors and marketing managers to discuss promotional strategies and gain insights into their programs.
- Monitor and respond to audience engagement (comments, messages).
- Stay informed on industry trends by analysing competitors' online presence and identifying areas for improvement in our strategies.

#### ***Accomplishments***

- Grew social media followers by 70% in a short time.
- Increased likes and shares on reels, posts through creative campaigns.
- Converted few of the enquiries into leads, driving growth.

### **THE NANU GROUP • INDIA**

**MARKETING EXECUTIVE & DIGITAL AD DESIGNER • Aug 2015 - June 2023 • Perm**

*Excels in luxury hospitality with top-tier hotels, resorts & spas. Also leading in real estate development | 1000+ staff members.*

#### ***Core Duties***

- Collaborated closely with marketing and sales teams to develop special room packages that enhance brand visibility.
- Partnered with the operations manager and the team to strategize and implement a detailed annual marketing calendar, focusing on upcoming events to craft compelling designs and impactful marketing strategies.
- Assisted in the development and execution of marketing initiatives, ensuring alignment with revenue goals and visitor engagement.

- Independently travelled to various branches to oversee project execution and coordinate with senior management.
- Created promotions and offers that enhance the brand experience and build strong connections with customers. Further coordinated with print vendors on quantity, media, and quality for promotional materials.
- Stayed current with digital marketing trends and created visually appealing, on-brand graphics.
- Ensured data protection, privacy, and legal compliance in handling, storing, and sharing organizational data to support brand promotion efforts.

#### ***Accomplishments***

- Improved brand identity and design effectiveness by 60%.
- Strengthened online presence with external agency collaborations by 80%.
- Boosted hotel room sales by 50% during peak season.

### **Education**

Master of Digital Business  
THE UNIVERSITY OF WAIKATO  
Hamilton, New Zealand  
July 2023 – June 2024

### **Technical Skills**

- Microsoft Office Suite
- Adobe Premiere Pro
- Adobe Photoshop
- Adobe Illustrator
- Core Draw
- Canva

### **Personal Interests**

- I enjoy fitness and staying active
- I love experimenting in the kitchen
- Hiking is a favourite outdoor adventure
- Spending time with pets

### **References**

Available upon request