

RIABIJJOY

 [my portfolio](#)

 [@riabijoy](#)

 +91 8075885869

 riabijoy@gmail.com

Marketing professional with diverse experience invested in driving meaningful impact and growth for authentic, ambitious brands.

Education

Bachelor of Technology in Biotechnology

National Institute of Technology Calicut
Batch of 2019
CGPA: 8.54/10.0

Courses

Introduction to Marketing

Wharton School of the University of Pennsylvania Online (Coursera)

Tools



Google Sheets Google Slides Adobe Illustrator Adobe Photoshop Adobe Acrobat



Figma Mailchimp Monday Hubspot Trello

Extra-curricular

Joint Secretary

Indian Cultural Association - NIT Calicut

Captain

Thematic Dance Team - NIT Calicut

President

Senate - Indian Community School Kuwait

Experience

Stranger & Sons Gin (Third Eye Distillery)

Marketing Manager

Oct 2020 - Nov 2022

Brand Strategy

Content Creation

PR

Events

Design

- Led marketing for South India (Karnataka, Pondicherry, Hyderabad); Positioned and built a niche brand from scratch, through targeted events and partnerships for building brand awareness and brand recall, reflecting in a 2X increase in sales.
- Built and led PR nationally and internationally including campaign strategy, content creation, agency management etc. across 250+ print and online features, recording a 1.5X increase in coverage in the first year.
- Conceptualized and executed 60+ experiential cocktail events of varying type and scale (30 to 3000+).
- Content Creation & Design for PR, Social Media, Email Marketing and Events.
- Led creation of internal strategy decks and pitch decks for international partnerships.
- Led International Spirit Competition Strategy and Process for 50+ competitions.
- Defined processes and metrics for market analysis in order to strategize efforts pan India across verticals

Zilingo

Product Marketing Associate

Aug 2019 - Jun 2020

Content Creation

Digital Strategy

Marketplace Management

- Content curation across India, Indonesia and Thailand for Zilingo Services: zMarketingServices, zFinancialServices, zFactory
- Led creative teams of 15+ designers, writers and CRM specialists
- Conceptualized and launched 70+ localized customer lifecycle email campaigns for lead nurturing across various funnel stages and 40+ projects including Zilingo Blog, Case Studies, Webinars, Social Media Campaigns etc.
- Led content, product listings, sales tracking and analysis for Zilingo private labels (1500+ SKUs) on 3rd party platforms in India: Amazon, Flipkart, Myntra etc.

Noirde Womenswear, Valkyre Streetwear

Marketing and Social Media Internships

May 2019 - July 2019