

AFREEN BHASIN

Marketing Associate

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Koramangla, Bengaluru



SUMMARY

Motivated marketing professional with hands-on experience across marketing strategy, campaign execution, and performance analysis. Experienced in working with global clients on marketing research and automation, as well as managing end-to-end digital marketing for consumer brands. Strong focus on data-driven decision-making, audience engagement, and growth-focused campaigns.

POSITIONS OF RESPONSIBILITY



Business Analyst

PWC

08/2025 – Present Bengaluru

Multinational professional services network.

- Support global clients with marketing analysis, campaign performance tracking, and strategic insights to improve ROI
- Conduct market research, competitor analysis, and customer segmentation to inform marketing strategies
- Assist in designing and implementing marketing automation workflows using CRM and analytics tools
- Analyze campaign data across digital channels to identify trends, optimize targeting, and improve engagement
- Collaborate with cross-functional teams including marketing, data, and consulting to deliver client solutions
- Develop reports and dashboards to communicate performance insights and recommendations to stakeholders



Marketing consultant - Contract

Ziji Skin Botanical Therapy

06/2025 - 10/2025 Bengaluru (Remote)

Retail Health and Personal Care Products

- Managed end-to-end digital marketing including content strategy, execution, and performance tracking
- Handled social media platforms (Instagram, WhatsApp), driving engagement and building an active brand community
- Planned and executed content calendars from ideation to publishing, ensuring consistency in brand voice
- Managed community interactions, customer queries, and engagement to improve retention and trust
- Ran and optimized paid campaigns on Meta Ads and Google Ads to drive traffic, conversions, and brand visibility



Placement Ambassador

CMS Business School

09/2024 - Present Bangalore

Educational institution focused on business management.

- Collaborated with the college placement team to facilitate successful placements for students.
- Serve as a key liaison between the placement department, companies, and students.
- Provide guidance and support to peers in navigating the placement process and preparing for interviews.



Social Media Marketing Intern

ChangeJar Technologies

05/2024 - 08/2024 Bangalore

Technology company specializing in financial solutions.

- Managed and optimized daily social media posts across platforms (e.g., Instagram, Facebook, LinkedIn) to increase brand awareness and engagement.
- Developed and executed content strategies to promote fintech products and services.
- Coordinated 6 successful campaigns with a total reach of 500,000 users.
- Increased engagement rate by 30% by optimizing content targeting and timing.
- Published 100 posts across multiple social platforms during the internship.

EDUCATION

Master of Business Administration (MBA)

CMS Business School, Jain University

08/2023 - Present Bangalore

CGPA: 8.5/10

Bachelor of Science

Lovely Professional University

08/2020 - 06/2023 Jalandhar, India

CGPA: 8.53/10

HSC

Presentation Convent Higher Secondary School

01/2019 - 01/2020 Srinagar

CGPA: 9.35/10

CERTIFICATION

Foundations of Digital Marketing by Google

Integrated Marketing Communications Strategies

Google Analytics by Google

Customer attraction & engagement by LinkedIn

Customer Experience (CX) Strategy by LinkedIn

Business Etiquette: Phone, Email, and Text by LinkedIn training programs

KEY ACHIEVEMENTS

Research Publication in Springer

Authored a literature review on Seed Priming, slated for publication by Springer, highlighting the latest advancements and techniques to enhance crop performance.

Featured in the state merit list of high school toppers issued by J&K Board of School Education.

Scored 97.3%, securing 12th rank.

Featured in LinkedIn news

Wrote an article about emerging celebrity business, which got featured in LinkedIn news.

SKILLS

Strategic Thinking

Solution-Oriented

Analytical Thinking

Problem Solving

Presentation Skills

MS Office

Collaboration Tools (Slack)

Storytelling

Business Acumen

Client Relations

Communication

Adaptability

Google Analytics

Canva

PROJECTS

The Quick Wash

A project focused on providing convenient car wash services.

- Developed 'The Quick Wash,' a mobile car wash service providing on-demand cleaning and detailing for vehicles at customers' preferred locations.