

Megha Goel

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I am an expert in social media marketing with a particular focus on influencer and customer acquisition. My forte lies in delivering authentic, persuasive, and customized campaign content based on KPIs, be it creative approaches or influencer prompts. I am known for my ability to create social media playbooks helping brands establish a strong social media presence, grow organic communities, and maximize campaign impact through data-driven social strategies.

PROFESSIONAL EXPERIENCE

Kindred Group (Unibet) | Social Media & Influencer Strategist | Dec 2022 - Jun 2023

- Developed and implemented the brand's first-ever influencer engagement strategy (including onboarding the influencer platform, developing strategy, allocating budgets, and pitch decks), resulting in significant user acquisition in the first 90 days. Managed influencer budget of \$200k+ per quarter.
- Created a comprehensive blueprint/playbook for organic social, owned the social strategy & calendar: working cross-functionally with key stakeholders like product, brand, compliance, customer service, legal and leadership teams to amplify brand and business messaging.
- Worked closely with the performance/paid social team to include social ad strategies (whitelisting) to ensure right reach.

Tools used: Hootsuite, Adobe Analytics, Canva, Tagger, Monday.com, Miro, Imovie, Mediatool

Blush (Vee International Inc.) | Social Media Strategist | Sep 2021 - Dec 2022

- Responsible for 25K+ community growth, increased engagement to maintain a consistent >4% ER MoM on IG. Established the brand's presence on TikTok from scratch by building a sustainable video content pipeline with influencers and the creative team.
- Developed and implemented comprehensive marketing plans and strategies based on brand and product initiatives through the lens of driving social performance.
- Led the influencer program - developed and executed influencer strategies aligned with monthly sales KPIs. Responsible for overseeing, forecasting, and managing spends across the whole influencer program. Partnered with cross-functional paid digital teams to recommend amplification strategies.
- Monitored campaign KPIs regularly to reason the effectiveness of strategies, distilling large data sets into actionable insights for stakeholders (promoting e-com offers) and the creative team.
- POC for PR agencies, overseeing brand-awareness-focused campaigns and launching a new DTC website. Ghostwrote think-pieces for the brand's founder with select work featured in Cosmo and Xbiz.
- Worked with the R&D to develop brand guides for each of Blush's collections. Conceptualized and directed the brand's Instagram photoshoot and implement a social creative process

Tools used: Hootsuite, Google Analytics, Canva, Photoshop, Aspire, Shopify, Trello

Freelance Content Strategist | Jan 2019 - Present

Social Media & Influencer - Fiber Fueled, AeroGarden, HairScripts

Blog Contribution - AMA NY Chapter, Kulfi Beauty

Agape | Social & Content Specialist | Jan 2020 - July 2020

- Strategized and executed digital strategies for Agape's paid, earned, and owned channels.
- Created seasonal campaigns and creative briefs for the digital launch of Agape's seasonal collection.
- Led copywriting for agapebyarchie.com and email marketing campaigns unifying the brand voice across channels.
- Managed & sourced content & UGC, wrote copy for organic social channels—with a focus on Instagram — to help narrate the brand/collection story in an engaging way
- Wrote press releases and collection pitches to support launches.

Tools Used: Hootsuite, Later, Google Analytics, Google AdWords

Xiaomi Technology | Content Specialist | Aug 2018 - Aug 2019

- PatchWall, Xiaomi TV's OTT Platform
 - Equal parts creative strategy and execution; this role included strategizing an audience-first engagement strategy, collaborating and executing end-to-end campaigns for Patchwall.
- Social Media & Campaign Planning for @mitvindia
 - Responsible for 50K+ community growth on Instagram. Worked with content partners across the globe (HOOQ, Zee, Hulu, HBO, EROS NOW) to strategize and drive marketing campaigns and content promotions on Patchwall to amplify content visibility. Owned and executed social calendars.
 - Collaborate with editorial and programming teams to coordinate plans for tentpole events, live coverage, or other priorities.

- Blog writing on new content and feature releases, collaborated with teams across Xiaomi India and China (UX design, product)
 - Content programming:
 - Utilize editorial judgment, social expertise, and audience insights to determine content placement on Patchwall. Responsible for monitoring real-time insights and adjusting programming tactics accordingly for maximum impact.
- Tools Used:* Google Analytics, Power Bi, Sprout Social, Internal Content CMS

Licious | Content Lead: Social Media | Mar 2018 - July 2018

- Developed and implemented the brand's first influencer/ambassador strategy. Campaign #LiciousBrandAmbassador successfully increased customer engagement, raised awareness of the new Chicken 65 marinade, and drove sales for Licious, thus indicating a successful 'top to bottom of the funnel' influencer marketing campaign. The campaign was featured in MMM's 10 campaigns that broke through the creative rut of 2018.
- Created and maintained social content calendar, supported regular reporting, analyzed campaign performance to ensure KPIs were met + optimized the strategy in real-time based on insights.
- Led the creation and production of visually stunning social media content, including copy, scripts, graphics, and video.
- Conceptualized and directed brand-first photoshoots.
- Led copywriting for Licious.in, blogs and email marketing campaigns, unifying the brand voice across channels.

Tools Used: Google Analytics, Buffer, Mailchimp, WordPress, Buzzsumo, Semrush, AdWords

Paperboy Online Pvt Ltd | Social Media & Content Strategist | July 2016 - Jan 2018

- Strategized and launched a crescendo campaign, #PowerThroughPaperboy, to support the launch of Paperboy on social. The campaign reached 760k users online across platforms. #PowerThroughPaperboy trended nationally on Twitter for ~2 hours on one of the busiest days, thus increasing our reach manyfold (4.6m reach & 46m impressions over 6000 tweets).
- Drove the communications strategy internally and externally that incorporated media briefings, marketing campaigns, customer and partner activities, and PR programs.
- PoC for creative agencies, overseeing paid brand-awareness-focused campaigns.
- Responsible for social and editorial content calendar - created engaging GIFs, social media images, shot live videos for various social media platforms, and wrote content pieces and blogs for web and other channels to communicate the brand message effectively.

Tools Used: Adobe Experience Manager, Mailchimp, Google Analytics, Wordpress, Semrush, imovies

HolidayIQ.com | Senior Content Writer | Sept 2014 - July 2016

- Launched the HolidayIQ blog, pitched, assigned, and created the editorial calendar with regular travel features.
- Worked alongside Content Editor to write and edit weekly content lineup, brainstorm ideas and plan story rollout strategies.
- Sought out interesting, diverse voices to write about travel in a timely, relevant, and voicey way. Created and distributed blogging best practices, assisted in mentoring staff writers and junior writers on best practices
- Met my editorial KPIs - unique visitors on the blog, affiliate clicks, and more.
- Contributed to brand extensions, social platforms, and projects as needed.

Tools Used: WordPress, Google Analytics

Zoffio.com | Content Writer | Dec 2013 - July 2014

- Assisted in creating content for the E-commerce website, which included writing blogs, product descriptions, slugs for social media (Facebook), and updating content calendars.

VOLUNTEER EXPERIENCE

AMA NEW YORK | Social Media & Copywriting | Jan 2021 - Present

- Create copy for landing page, email marketing, social media, and post-event blogs for various programs, Executive Committee, and Networking Event Committee.

EYEJ: Empowering Youth, Exploring Justice | Marketing Committee - Blogger | June 2020 - Jan 2022

- Generate story ideas by constantly interacting with youth associated with EYEJ. Package interviews into blog content that cuts across relevant trends and human interests.
- Responsible for LinkedIn & Instagram paid ads to promote campaigns during fundraising events.

EDUCATION

eCornell | Influencer Marketing for Brands | 2022

NYU SPS | Certification in Social Media & Data Analytics | 2020

Bangalore University | Bachelor of Literature: History, English, and Sociology | 2013