



# GWENDOLINE DINGER

## MARKETING PROFESSIONAL

### PROFILE

A creative and analytical thinker with 9 years of extensive work experience in the fashion retail, digital and television media industry. Providing integrated marketing solutions and effectively managing end to end projects across various marketing channels. I am a quick learner, have a strong sense of ownership, extremely versatile and passionate to take up any responsibility and do it to the best of my ability.

### CONTACT DETAILS

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### EDUCATION



**WILSON COLLEGE, MUMBAI**  
BACHELOR'S IN MANAGEMENT  
STUDIES  
Maj: Retail Management  
Mumbai University  
2010 – 2013



**SVKT COLLEGE, NASHIK - HSC**  
Maj: Commerce  
Pune University  
2007 - 2009



**BARNES SCHOOL & JUNIOR  
COLLEGE, DEVLALI - ICSE**  
Maj: Science  
Year - 2007

### WORK EXPERIENCE

#### PEPE JEANS INDIA LIMITED



##### MANAGER MARKETING

PROMOTED IN APRIL '22 – NOV '22

##### DEPUTY MANAGER MARKETING

PROMOTED IN OCTOBER '21 – APRIL '22

##### ASSISTANT MANAGER MARKETING

APRIL '19 – SEPTEMBER '21

##### AWARDS & RECOGNITION:

WON THE MARKETING STAR AWARD TWICE

- ECLAT 20 -21
- ECLAT 21 - 22

MANAGED THE DIGITAL MARKETING BUSINESS FOR THE BRAND

#### KEY RESPONSIBILITIES

Managed Social Media, Digital marketing, Influencer marketing, Brand campaigns, Ecommerce Marketing and PR strategies for the brand. Helped increase brand awareness and grow audience engagement across various social platforms. Made data-driven decisions and reported on the effectiveness of all activities. Worked closely with influencers and engaging with customers across channels. Stay up to date with digital culture and trends. Maintained internal and external partnerships to support business initiatives, inclusive of vendor and agency relationships.

#### SOCIAL MEDIA, DIGITAL MARKETING, INFLUENCER MARKETING AND BRAND CAMPAIGNS

- Ideate, plan, shoot and execute social media content and brand campaigns
- Create social media strategies to increase reach and engagement across all social channels including Instagram, Facebook, Twitter, Youtube, LinkedIn etc.
- Lead nano, micro and macro influencer campaigns from ideation, execution and reporting
- Content and copy writing for social media content and website
- Develop and manage the social media calendar in line with Marketing, Trade plan and new product launches
- Manage digital advertising to KPIs and increase brand visibility, reach & ROI
- Track, measure and optimize Facebook, Instagram, YouTube and Google ads
- Execute and amplify Mail Activations and Store launches on our social media platforms
- Work closely with designers for art work creation for website banners, POS creatives, outdoor hoardings, emailers, gift vouchers, pop up creatives and other marketing collaterals
- Managed line presentation and catalogue shoots
- Managed ORM for our social media handles
- Keep up to date on regional and global trends and align local plans where applicable

#### Won an industry award for Best Social Media Campaign -

[https://www.linkedin.com/posts/manishkapoor7\\_pepejeansindia-belief-leadership-activity-6935450539757314048-62Nv?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/manishkapoor7_pepejeansindia-belief-leadership-activity-6935450539757314048-62Nv?utm_source=share&utm_medium=member_desktop)

#### ECOMMERCE MARKETING

- Plan, budget & execute performance marketing campaigns on our ecommerce partners - Myntra, Amazon, Flipkart and Ajio.
- Ensure brands participation in key sale events
- Track, Measure and Analyse - Conducting regular reviews to identify ways to optimize campaigns ensuring a high ROAS
- Approach category teams for value additions
- Maintaining brand stores and creative hygiene (A+ content)

#### PR (PUBLIC RELATIONS)

- Planning, developing, and implementing PR strategies
- Managing enquiries from media, individuals, and other organizations
- Creation of media press releases, key messages, PR materials, and regularly updating press kits
- Create ways of working for public relations/communications to better support integrated marketing and improve synergies around campaigns, content, events and activities.

## KEY SKILLS

- ❖ Social Media Management
- ❖ Influencer Marketing Management
- ❖ Marketing Analytics
- ❖ Google Analytics
- ❖ Excellent Communication Skills

## CO-CURRICULAR ACTIVITIES

- ❖ Appointed as the **Public Relations Head** for the annual inter-collegiate BMS event - Adorea 2011
- ❖ Appointed as the **Registration Head** for the "Youth for India Ducati Sports Bike Rally" 2011
- ❖ **Best Sports Woman** of the year for consecutively 2 years (2006 and 2007) in Barnes School
- ❖ **Best Sports Woman** in Pandita Ramabai Hostel (2012 and 2013)
- ❖ Won the **Women's Championship** in Wilson College 2012
- ❖ **Best Student Award** for the year 2012-2013 in the Wilson College Girls Hostel

## PERSONAL DETAILS

- ❖ **DOB** – 10/01/1992
- ❖ **RELIGION** – Christian
- ❖ **MARITAL STATUS** – Married

## SONY PICTURES NETWORK INDIA LIMITED



### DESIGNATION:

#### ASSISTANT MANAGER DIGITAL SALES

PLATFORM – SONY LIV (WEB + APP) GEC, SPORTS & WEB ORIGINALS  
JUNE '17 – APRIL '19

### KEY RESPONSIBILITIES

- Obtained Sponsorships for premium shows / series on the platform
- Got 11 new clients on board within 7 months
- Providing customised solutions for brands
- Customised VOD and Branded Vignette creation

Major Clients Serviced: Godrej, Apple, Bajaj, LIC, Volkswagen, Audi, Facebook, Nivea, Kinder Joy and many more

## NEW DELHI TELEVISION LIMITED



### DESIGNATION:

#### SENIOR EXECUTIVE – EVENTS & SPECIALS

PROMOTED IN APRIL '15 - JUNE '17

#### EXECUTIVE - EVENTS & SPECIALS

OCTOBER '13 – APRIL '15

### KEY RESPONSIBILITIES

#### BRAND SOLUTIONS, CONTENT INTEGRATIONS, MEDIA PARTNERSHIPS & MEDIA MARKETING

- Managed Media Partnerships for B2B events
- Managed 360-degree Media Marketing deals (barter arrangements) across print, outdoor, radio and digital for NDTV's Prestigious Awards / Properties.
- Obtained Sponsorships for NDTV's Awards and Events for B2B and B2C clients across genres like Technology, Real Estate, Automobile, Education and Market Hours.
- Brand Integrations on NDTV Profit / Prime Shows across genres like Technology, Real Estate, Automobile, Education and Market Hours.
- Set up high level meetings with MD / CEO's for the NDTV Senior Team and liaised with the concerned person to ensure the meeting goes smoothly and making sure the basic requirements are arranged

## WAT CONSULT



### DESIGNATION:

#### CONTENT & CREATIVE WRITING INTERN

APRIL '12 TO MAY '12

### KEY RESPONSIBILITIES

- Interned at WAT Consult, Mumbai for 1 month and 15 days in content and creative writing. (Wrote content for various brands like @Home furnishing, Blue Star Air conditioners, Monster.com, Tushkytravels.com)
- Awarded the best Intern at an internal session for formulation of content posts on Twitter / Facebook
- Completed 20,000 words study on the World of Social Media and its Importance based on my internship (The internship was based on my College University Project)