



# 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, Influencer, Ecommerce, PR strategies and campaigns. Helped increase brand awareness, drive positive brand sentiment and grow audience engagement across various social platforms. Made data-driven decisions and report on the effectiveness of all activities. Working closely with influencers and engaging with customers across channels. Built a deep understanding of digital culture and trends. Maintained internal and external partnerships to support business initiatives, inclusive of vendor and agency relationships.

#### SOCIAL MEDIA & DIGITAL MARKETING

- Create social media strategies to grow reach and increase engagement across all social channels including Instagram, Facebook, Twitter, Youtube, LinkedIn etc.
- Creative strategy, planning, and execution of original content
- 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
- Ensure consistent & positive brand representation across all platforms
- Keep up to date on regional and global trends and align local plans where applicable
- Keep up to date with competitor channels and share learnings and insights with the team
- Analyse campaign performance, in relation to the campaign objectives and business goals, and identify successes and areas for improvement.
- Amplify Mall Activations and Store launches on our social media platforms

#### INFLUENCER MARKETING

- Create nano, micro and macro influencer strategies to align influencer coverage, content and build brand awareness
- Lead influencer campaigns from ideation, execution and reporting
- Build great relationships with agencies and vendors
- Serve as the primary contact for influencer marketing
- Collaborate with category buyers to support their marketing requirements
- Manage all in store communications and logistics in executing events and store influencers activations
- 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)