



MONIKA PATHAK

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ABOUT ME

Versatile professional with expertise in corporate communication, digital marketing, and teaching. Skilled in crafting impactful communication strategies, managing social media content, and building brand visibility. Experienced in mentoring individuals on professional skills, including social media marketing, LinkedIn optimization, and communication, fostering growth and engagement.

EDUCATION

Master of Business Administration (Marketing)
D Y Patil University
January 2023 – December 2025 | Pursuing

Advanced Program In Digital
Marketing NSDM (Growthacad.)
April 2024

Bachelor of Business Administration
Jaipur National University
June 2019 – December 2022 | 68%

LANGUAGE

English

Marathi

Hindi

SKILL

- **Social Media Management:** Expertise in creating content calendars, ideation, crafting engaging captions, and using hashtags.
- **Client Relations:** Strong ability to build, nurture, and sustain client relationships.
- **Analytics and Reporting:** Adept at analyzing campaign performance and presenting actionable insights through detailed reports.
- **Teaching and Mentoring:** Skilled in teaching professional skills such as social media marketing, LinkedIn optimization, communication strategies, interview preparation, and resume building to diverse groups.
- **Public Relations:** Competence in managing PR agencies and media vendors.
- **Corporate Communication:** Experienced in developing internal communication creatives.
- **Event Coordination:** Expertise in organizing corporate and external events, ensuring seamless execution and alignment with organizational goals.
- **Content Creation for Ad Campaigns:** Assisted in implementing Meta ad campaigns and creating compelling social media content.

EXPERIENCE

January 2025 – April 2025

Bridgestone India (Payroll - TFS)

Corporate communication coordinator

- Developed engaging internal communication materials in collaboration with agencies to align with organizational goals.
- Strengthened brand visibility by managing PR agencies, media vendors, and press relationships.
- Executed internal campaigns with HR to foster an informed and engaged workforce.
- Coordinated corporate events and ensured seamless external event execution for brand consistency.
- Launched an internal news bulletin to enhance employee engagement and communication.

April 2023 – December 2024

Adhipa Technologies PVT LTD

Digital Marketing Executive

- Developed and managed monthly content calendars for client social media accounts, incorporating creative ideation, compelling captions, and strategic hashtags to drive engagement.
- Collaborated with clients to understand their business objectives and customized marketing strategies to meet their unique needs.
- Analyzed campaign performance using advanced analytics tools, delivering comprehensive reports with actionable insights and recommendations for improvement.
- Built and nurtured strong client relationships, serving as the primary liaison for marketing initiatives and ensuring seamless communication.
- Identified opportunities to enhance branding and engagement by implementing innovative digital marketing solutions.
- Taught six batches key professional skills, including social media marketing, LinkedIn optimization, and communication strategies, enabling students to effectively navigate the digital landscape.
- Guided learners in mastering interview techniques and resume building, equipping them with tools to succeed in their career journeys.

January 2023 – March 2023

Adhipa Technologies PVT LTD

Digital Marketing Intern

- Gained hands-on experience in social media management, learning best practices for content creation and campaign execution.
- Assisted in creating content calendars and implementing Meta ad campaigns.