

# Riddhi Mazumdar

📈 Top Influencer Marketing Voice

📈 Top Content Marketing Voice



**IIT DELHI**  
DEPARTMENT OF  
MANAGEMENT STUDIES

## Summary

Strategic digital marketing professional with 4+ years' experience in managing high-impact social media campaigns, creative content strategy, and end-to-end project/account management. Adept at driving ROI through data-backed marketing initiatives, cross-platform brand storytelling, and streamlined execution across diverse industries including tech, gaming, and consumer brands.

## Contacts

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## Links

LinkedIn

Behance

(these links are clickable)

## Education

Master's of Business Administration

from Indian Institute of Technology, Delhi || 2023-2026

Bachelor of Technology

from Haldia Institute of Technology || 2017- 2021

## Skills & Competences

- Meta Business Suite
- Hootsuite
- Hypeauditor
- Prompt Engineering
- Adobe Express
- Canva
- Microsoft Office
- Google Ads
- Designing
- Account/ Project Management
- Social Media Marketing
- Influencer Marketing
- Search Engine Optimization
- Performance Marketing
- Branding Strategist
- Creative Content Strategist
- Copy writing
- Community Marketing

## Work Experiences

Account Manager

Envigo Marketing Pvt. Ltd. || *from Sept2024 to Present*

- Strategized and executed integrated digital marketing campaigns (SEO, Social Media, Performance Marketing) for B2B and B2C clients, achieving measurable ROI and consistent campaign success.
- Managed high-value client portfolios with annual budgets of INR 7–56 lakhs, driving growth for brands like CitiusTech, Romaco, Unacademy, Metro Brands, Oben Electric and Henkel.
- Collaborated cross-functionally to develop internal project management systems using Trello and Jira, improving delivery timelines and resource allocation.
- Built scalable marketing operations frameworks, leading to 25% increase in campaign efficiency and enhanced client satisfaction.

Associate Community Manager

Hypernova Interactive (Gaming Studio) || *from Jul 2023 to May 2024*

- Drove community engagement and user retention by executing targeted social media strategies, influencer outreach, and real-time audience interactions.
- Led GTM execution and BTL activations for new game launches, ensuring brand consistency across campaigns and boosting user acquisition.
- Managed and amplified user-generated content (UGC), leveraging community insights to shape content direction and increase platform engagement.
- Analyzed campaign performance across Google and Meta Ads, optimizing spend and creatives to enhance ROAS and community growth metrics.

Executive Talent Manager (Influencer Marketing)

Nodwin Gaming || *from Feb 2022 to Jun 2023*

- Spearheaded end-to-end influencer campaigns for marquee brands like Google India, YouTube India, HP, and RedBull—managing INR 7.5M–15M budgets—and led flagship projects like Comedians on Board, YouTube Pilot Project, MPL Poker Nights, and Ludo Showdown.
- Strategically managed top digital creators (e.g., Tanmay Bhat, Samay Raina), optimizing content calendars, campaign execution, and cross-platform brand visibility.
- Strengthened talent-agency relationships, led influencer onboarding, and ensured compliance and performance alignment across high-stakes activations.
- Utilized HypeAuditor, ATS software, and data tools to plan, track, and refine campaign performance, improving influencer ROI and operational efficiency.

Operations Manager

Groovy Gorillaz Entertainment || *from May 2021 to Dec 2021*

- Managed digital campaigns for clients like MTC Games, CoinDCX, Loco, Booyah, and Polygon with budgets ranging from INR 300K to 2.5M, collaborating with sales to drive lead generation and conversion metrics.
- Executed influencer-driven strategies for top gaming and comic creators, overseeing content calendars, platform optimization, and brand alignment.
- Designed and implemented performance-focused content strategies across YouTube and social platforms to increase audience reach and engagement.
- Led BTL marketing initiatives and built agile project management teams, aligning operations with organizational growth goals and execution timelines.

## Internship

Summer Intern – Digital Marketing

Department of Management Studies, IIT Delhi

- Led the digital launch of the Executive MBA program by designing and executing high-impact social media campaigns, branded creatives, and ad assets using Adobe Express and Canva—boosting program visibility and engagement.
- Orchestrated multi-channel event promotions and community initiatives by coordinating with cross-functional teams and external stakeholders, enhancing brand reach and participation metrics.

## Languages

- **Bengali:** Native Speaker
- **English:** Excellent conversational and writing skill.
- **Hindi:** Excellent conversational and writing skill