Anuuj Punjabi

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Summary
Experienced Digital Marketing Manager with a proven track record in conceiving, executing, and optimizing highly effective digital marketing initiatives.

Experience

Ultrahuman | Bengaluru, India
Health-tech start-up creating fitness wearables

Growth Manager   **July 2022 - July 2023**
- Managed performance marketing campaigns on Google and Meta to promote Ultrahuman M1 and Ultrahuman Ring.
- Created and executed performance marketing statics and video concepts.
- Utilized email, push notification, and WhatsApp marketing for revenue generation.
- Oversaw blog distribution and coordination with freelance writers for organic growth.

Social Media Manager   **May 2021 - July 2022**
- Led awareness efforts on X and Instagram platforms and managed the Cyborg Army Slack community.
- Conducted weekly performance analysis to enhance engagement and impressions.
- Developed social media strategies for product launches and sustaining product hype

Ideosphere | Pune, India (Remote)
Digital marketing agency

Consulting Associate   **January 2021 - May 2021**
- Managed social media and client servicing for Effingut Brewery in Mumbai, Pune, and Kolkata.
- Strategized campaigns, topical posts, and moment marketing.

WATConsult | Mumbai, India
Digital marketing agency

Sr. Digital Media Executive   **January 2021 - May 2021**
- Worked with brands such as Fox Star Hindi, Bauli India, Godrej Appliances, GO Cheese, and Piramal.
- Responsibilities included driving follower growth and engagement, creating content buckets, and developing campaign ideas.

Education

Stoa School, India   **May 2021 – Dec 2021**
General Management Program

Jai Hind College   **2015 - 2018**
Bachelor of Management Studies (BMS) | 6.14/7

HR College of Commerce   **2013 -2015**
HSC | 87.23%

Arya Vidya Mandir, Bandra (W)   **2013**
ICSE | 89.66%

Additional

- Completed level 'B1.2 of Cervantes' (Spanish)
- Volunteered at Saturday Art Class, an NGO that helps to inculcate values & life skills using art & creativity as a medium