

DEVANSHI MACWAN

About me

The knowledge gained from the experience of different industry as a dietician, model, designer, and business developer has shaped my ability to adapt quickly, work efficiently, be reflexive to the persona and needs of the client and build business from the start. The need to work on individual basis and as a member of the team has helped me to nurture my capabilities to channelize my resources in efficient manner.



24/07/1997



7878752335



22, AK Colony, 3rd cross,
Banaswadi, Bangalore, . 560043



devanshi.macwan@gmail.com



devanshi_macwan



88.3 - SSC (GSEB 10th)
Ambe Vidhyalaya (2012 - 2013)



77.89 - HSC (GSEB 12th)
Ambe Vidhyalaya (2013 - 2015)



B1 - BSc Food & Nutrition
Maharaja Sayajirao University (2015 - 2020)



English - Advanced
Hindi - Superior
Gujarati - Superior
Hebrew - Novice

Employment details

Groovekartel
**Community Manager &
Promoter**
(Marketing Executive)
Bangalore
May 2023 - till date

- **Community Management** - Foster a strong sense of community across social media platforms and online forums.
 - Respond promptly to inquiries, comments, and messages.
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- **Content Curation** - Curate relevant content & coordinate with the team for behind-the-scenes content.
 - **Promotion & Marketing** - Develop & execute promotional campaigns.
 - **Event Management** - Plan, organize, and promote live events.
 - Coordinate and engage with attendees.
 - **Fan relationship Management** - Identify & nurture superfans and brand advocates.
 - Gather feedback and implement engagement initiatives.
 - **Brand Representation** - Represent the team at industry events.

O' Be Cocktails
Community Manager
(Marketing Executive)
Bangalore
March 2023 - May 2023

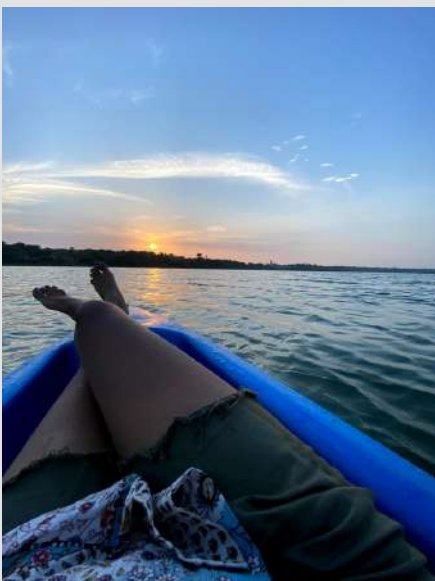


- Led social media storytelling, creating engaging content for Instagram, Facebook, Twitter, LinkedIn, & YouTube.
 - Managed content & social media calendar planning, including visuals, & written content in collaboration with the CEO to develop creative content strategies aligned with the company's vision.
 - Directed the production of 16 reels/short videos for O' Be Cocktails, collaborating with videographer/in-house editor.
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- Successfully executed social media campaigns for the Pune launch & Mumbai store launch of The Living Liquidz.
 - Built and nurtured the O' Be community, fostering engagement and connections with followers.
 - Organized and managed an offline event collaboration - Sip and paint with Artiscape by Tania at 21st Amendment Gastrobar, Bengaluru, for marketing and drinks partnership.
 - Collaborated with artists and art influencers for online collaborations, sourcing and contacting talent to enhance the brand's presence.
 - Scheduled and uploaded content across multiple platforms for increased reach and visibility.
 - Utilized data analytics tools (Google Business, Instagram Insights, Twitter Analytics, YouTube Studio, LinkedIn analytics) to optimize social media content strategy.

Poptagg
Business Development Executive
Bangalore
Jan 2023 - Feb 2023

- Achieved sales targets and revenue growth for Poptagg Contactless Business Card solution by identifying and converting potential business customers.
- Conducted cold calling, email outreach, to drive B2B growth.
- Built relationships with key decision-makers and successfully closed deals.
- Demonstrated a strong ability to grasp B2B market knowledge regardless of educational background.

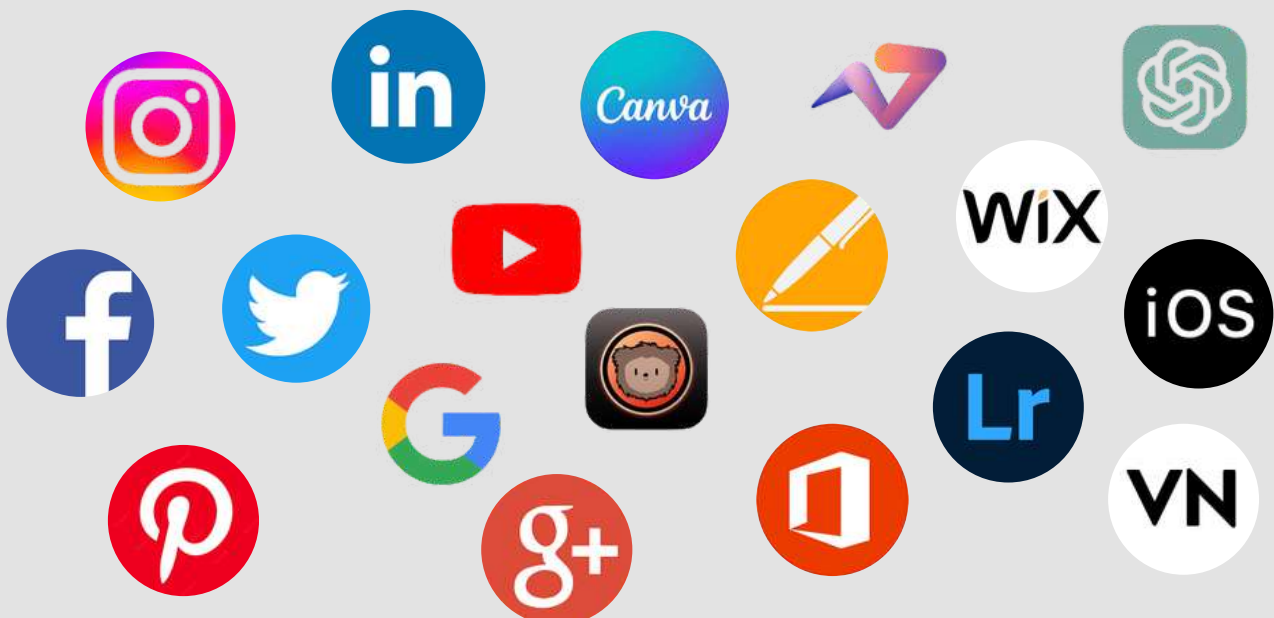
Baroda Kayaks & ventures
Community Manager
(Social Media Executive)
Baroda
Aug 2020 - April 2022



- As a founding team member, initiated the startup idea in response to the demand for post-COVID recreational activities. Started with two single-seater kayaks and employed organic Instagram marketing to efficiently reach and engage the target audience.
- Led branding initiatives, developing a compelling brand identity and positioning that resonated with the target audience using local viral hashtags & collaborative influencer marketing.

- Managed social media platforms, creating engaging content -by creating reels using Iphone, VN, Instagram & such, implementing promotional campaigns, and fostering collaborations with relevant influencers and partners for **Baroda Kayaks, Surat Kayaks & The Waterfront** - riverside café.
- Organized & attended events, creating memorable experiences for customers and promoting the business through engaging activities like birthday celebrations, pottery workshops, live music events, etc as face of the company.
- Managed overall operations, taking charge of website backend handling, bookings handling, streamlining processes, and ensuring efficient scheduling and logistics management for smooth day-to-day business operations, to provide seamless customer experiences.
- Acted as a Kayak instructor, sharing expertise and providing guidance to customers for a safe and enjoyable kayaking experience.
- Ensured exceptional customer service, addressing inquiries, resolving issues, and maintaining high customer satisfaction levels for kayaking & night camping.

Software



Hobbies



Certificates

- Digital Marketing - Google accredited
- Meta accredited Digital marketing (ongoing)

Skills

- Communication skills & Active listening
- Problem solving & Crisis management
- Time & Community management
- Content creation & marketing
- Event planning & management
- Digital advertising
- Analytics & Data analysis (google analytics)
- Search Engine Optimisation (SEO)
- Email marketing
- Social media marketing
- Influencer marketing & collaboration
- Nutritional Knowledge & counselling skills
- Meal planning & cooking skills
- Counselling skills
- Assessment skills
- Health conditions knowledge

Internships/part-time

- Freelance modelling - Model & Assistant
(Nov 2015 - Oct 2017)
- Fitnation Health & Fitness - Dietitian & Consultant
(Feb 2016 - Sept 2018)
- Gyan's Couture & Stree - Intern
(May 2017 - June 2017) & (May 2018 - Jun 2018)
- Our Gym - Dietitian & administration
(Dec 2018 - Jan 2019)
- Transform Gym - Dietitian intern
(Dec 2019)
- Sumandeep Hospital - Intern Dietitian
(Jan 2020 - Feb 2020)
- Parul Hospital - Intern Dietitian
(Feb 2020 - March 2020)