

NIHARIKA CHANDRASEKAR

STRATEGIST +
CREATIVE

CONTACT

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@INDIEPEACOCK

PERSONAL HISTORY

As a micro-influencer for 5 years, I share my insights to improve marketing strategy for growing Gen Z brands and create engaging content for beauty + fashion brands.

SKILLS

- Brand strategy
- Social media strategy
- Account Management
- Partnership Relations
- G-suite
- SEO and Google Analytics
- Event planning
- Microsoft Excel
- Python
- Market research
- Content Production

EXPERIENCE

FREELANCE SOCIAL MEDIA MARKETER

REMOTE | MARCH 2021 - PRESENT

- Current clients include: Jill Stuart Beauty, Petite Studio, Reform Wellness, and Sondors Metacycle.
- Services cover creating content schedules, dynamic graphics, social strategy, and build influencer relations for growing brands with eyes set on engaging content and viral moments.

DIRECTOR OF MARKETING

THE PARACHUTE MEDIA | SEPTEMBER 2020 - PRESENT

- Develop and implement creative strategy inclusive of social marketing for client
- Established Parachute's initial partner network and processes
- Manage a team of 3 to ensure clients are getting a 360° Parachute campaign experience

CONTENT CREATOR

INDIEPEACOCK | MAY 2015 - PRESENT

- Create content and carry out campaigns that align with the brand's initiatives
- Maintain a consistent creative personal brand engaging with 3,700 followers
- Analyze post analytics to develop more effective content that yield 15%+ engagement.

MARKETING MANAGER

YOGAFIT BRANDS | JUNE 2019 - MAY 2020

- Developed YogaFit through engaging social media campaigns and nationwide speaking arrangements
- Facilitated a 50% increase in reach across Instagram, LinkedIn, and Facebook
- Spearheaded PR efforts for CEO's book "Healing Trauma with Yoga" with podcast features, digital mindfulness series, and a 700 member book club to share practices.

MARKETING INTERN

COLLEGE FASHIONISTA | JANUARY 2018 - MAY 2018

- Cataloged college influencers for better engagement across multiple partnerships and campaigns
- Provided creative and actionable brand partnership ideas
- Worked with major brands such as: Target, Walgreens, Victoria's Secret, and CW.

EDUCATION

BACHELOR OF ARTS, MAJOR IN ECONOMICS

NEW YORK UNIVERSITY | 2017 - 2021

- Minor in French
- Director of Productions at TEDxNYU
- Social Media Manager at NYU.Fashion