

# Taanya Malhotra

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## WHO I AM

Writer at heart, strategist by mind, and storyteller through and through. My left and right brain are friends, and together they help me cut through data and drivel to reach innovative insights, so I can help brands integrate seamlessly into the narrative of their consumers' lives.

## WHAT I'VE DONE

**Senior Account Executive at Greenough Brand Storytellers – Boston, USA** **November 2018 - Present**  
**December 2017 – November 2018**  
**Previous: Account Executive**

- **Writing content:** social posts, feature articles, messaging documents, award and speaking applications, press releases.
- Crafted and managed **social influencer campaign** and organized **experiential marketing** events to promote a new product from leading dairy brand in the region.
- Developing and implementing **earned social media strategy** for companies, events and thought leaders.
- Conduct regular **market and competitor research** and **social media monitoring** for clients.

**Brand Marketing Partnership Specialist (Freelance) at Imaginative Exposure – Remote** **October 2017 - Present**

- Conducted a **brand analysis** and created a **marketing strategy** for an upcoming feature film's promotion.
- Identified relevant brand partners and opportunities to engage with target audience pre- and post-release of the film.

**Account Planning Intern at Boston University AdLab – Boston, USA** **January - May 2017**

Worked for Amador Bilingual Voiceovers at BU's student-run ad agency AdLab; awarded Best Account Planner.  
**Social listening** | **Personal interviews** | **Brand voice** | **Media strategy**

**Account Planning and Management Intern at Please See Advertising – New Delhi, India** **June - August 2016**

Worked on Amy's Kitchen, Barista Café, Mahindra Milk, Krackerjack Karnival, XYXX.  
**Secondary research** | **Observational research** | **Personal interviews** | **Vendor management** | **Social media**

## WHAT I'VE WON

**The Ad Club's Hatch Awards 2017**

**Bronze Bowl** in the Student: Single Entry category of these awards for advertising creativity.

## WHAT I LEARNT

**Boston University College of Communication (Boston, USA)** **September 2016 - September 2017**

**MS in Advertising**, with one semester abroad in London | GPA: 3.88/4.00  
Member of Graduate Student Council at Boston University College of Communication.

**Foundation for Liberal and Management Education (Pune, India)** **July 2012 - April 2016**

**BBA in Film & Television** (Minor: Marketing & Advertising) | GPA: 8.86/10.00  
**Awards:** Dean's Roll of Honor, Best Student in Film and Television  
Co-founder of student-run The Music Club | Organizing member for inter-university sports fest Kurukshetra

## WHAT I KNOW

### Languages

English ●●●●●  
Hindi ●●●●●  
French ●●●○○  
Marathi ●●●○○  
Punjabi ●●○○○  
Urdu ●●○○○

### Software/Platforms

MS Office ●●●●○  
Qualtrics ●●○○○  
SPSS ●○○○○  
MRI ●●●○○  
Final Cut Pro ●●○○○  
Pro Tools ●○○○○

Google Analytics ●●●○○  
Twitter Analytics ●●●○○  
Facebook Insights ●●●○○  
Hootsuite ●●●○○  
Cision ●●○○○  
SQL ●○○○○

## WHY ME

Once I put my mind to something, I don't rest until I've done it, and done it the best I can.  
I'm always full of ideas. Sometimes the lightbulb flickers, but the switch stays on until the room lights up.  
I work well with teams. I work well with criticism. And I definitely work well with chocolate.

**Work Authorization:** Permanent Resident (with Green Card) Approved for US Employment.