

RiDanKo.

RIYA DANGAYACH KOTHARI

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EDUCATION

School of Professional Studies, New York University, New York, United States **September 2018 - May 2020**

Master's in Integrated Marketing Communications (Specialisation- Digital Marketing and Analytics)

Narsee Monjee College of Commerce and Economics, Mumbai University, Mumbai, India **June 2012 - May 2015**

Bachelor of Management Studies (Specialisation- Marketing)

EXPERIENCE

Founder and Chief Consultant, RiDanKo., Jaipur, India **November 2020 - Present**

Independent digital marketing consultant working with multiple brands and individuals to provide services as a brand advisor, digital strategist, content writer and storyteller.

Services- Social Media Marketing, Branding, Content Marketing, Influencer Marketing, and Online/Offline Business Development activities.

Clients- Lifestyle, fashion, arts, PR, entertainment houses and media agencies.

Audience Development Intern, FOX, New York, United States **January 2020 - May 2020**

- Developed strategic initiative programs targeted towards millennials
- Worked on content strategies, communication plans, special projects & drafted SEO reports for all mediums of the brand

Content Marketing Intern, UNICEF USA, New York, United States **September 2019 – December 2019**

- Worked on UNICEF programs and community engagement campaigns such as Trick or Treat and year end fundraiser projects
- Learned Content Marketing best practices with IBM consultants and gained hands on experience with project management skills
- Learned SEO basics in order to help create high performing content to raise awareness of UNICEF and drive digital revenue
- Understood the role Content Marketing plays in the Cause Marketing industry and developed research skills

Student Worker, New York University, New York, United States **June 2019 – May 2020**

- Worked with the communications team at the Office of Dean on the new website and trained on the new CMS
- Worked with the Media, Culture and Communications department for advisors support and liaison of events online and offline

Communications and Events Intern, BBC Studios, New York, United States **June 2019 - September 2019**

- Analysed the social media path for BBC as a global brand and presented ideas to the senior vice president of communications
- Worked on the ideation deck for the BBC Press Site and assisted in preparing wireframe prototypes for the mock-up
- Researched about the Comic-Con exhibit and proposed potential customer generation ideas for BBC America to the vice president
- Coordinated press releases, market research for on-going projects and collated influencer database using Meltwater, Cision etc.

Marketing and Public Relations Manager, Amrapali Jewels, Jaipur, India **January 2016 - December 2017**

- Supervised the marketing collateral requirements, moderated PR activities and communicated them globally
- Designed and monitored social media campaigns for all platforms such as Facebook, Instagram etc and created content digitally
- Facilitated the weekly shoots and campaigns for the e-commerce website and synchronized all its activities online and offline
- Represented the brand for collaborations done with Baahubali movie, Swarovski and the designer Anamika Khanna
- Managed events such as Vogue Wedding Show and British Polo Day along with executing branding and identity at the venue
- Catered to customer enquiries and concerns that drove the brand towards building healthy customer relationships

Marketing & Events Intern, Vogue and Conde Nast Traveller, Conde Nast, Mumbai, India **August 2015 - November 2015**

- Regulated administrative tasks and prepared reports as per monthly marketing cycle of Vogue and Conde Nast Traveller
- Assisted on ground with guest-listing, celebrity coordination and show flow for marquee events including Vogue Fashion's Night Out, Vogue India's Fashion Fund, GQ Men of the Year, Reader's Travel Awards and CNT 5th Anniversary Event
- Liaised with designers for successful execution of events and coordinated the collaboration done with celebrities
- Updated consolidated databases and conducted competitor analysis for Vogue and Conde Nast Traveller

Intern, Worldwide Media, Times Group Company, Mumbai, India **July 2015 - August 2015**

- Developed reports and analysed the new digital offerings through E-magazines such as Femina, Filmfare, Hello! and Grazia
- Maintained database for prospective collaborations for the digital offerings for the General Manager of Digital Brand Solutions

Marketing Intern, Home Box Office (HBO), Mumbai, India **April 2014 - August 2014**

- Interacted with the organizers of various college festivals and conducted research about potential sponsors
- Managed the HBO marketing promotion and sponsorship of the Inter-Collegiate Festival- Malhar 2014 at St Xavier's College Mumbai
- Coordinated and negotiated with the organizing committee on deliverables and terms of the HBO association
- Represented HBO as an associate sponsor at Malhar 2014 and led the sponsorship as per the agreed terms with the team

ORGANIZATIONS

Event Supervisor, Young Presidents' Organization (YPO), Jaipur, India **August 2017 – December 2017**

- Organized and synergized the education, off-sites and socials for the South Asia Regional Retreat of YPO with its members
- Hosted the iconic members of the YPO and successfully rendered the royal cultural experiences that the properties offered

Events Head of Department, Drishti, Mumbai, India **August 2013 – February 2014**

- Headed a team to draft, organize and manage events for various avenues over three days of inter-collegiate festival of NMCCE
- Planned competitive events, aligned them with other departmental activities, executed and regulated them on days of the festival