

Sheena Dhawan

Product Marketing

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Professional Experience

Account Executive

OMD USA (June 2022 – Oct 2022)

- Provided account services and OOH media buy opportunities for four existing and prospective clients at Outdoor Media Group including: Snap Inc., Clorox, Brita, and Flex Alerts; managed pitching, planning, negotiating, and buying processes
- Delivered 10+ actionable insights and recommendation decks for Flex Alerts, Clorox and Brita after analyzing data and insights for Q2 campaign performance; conducted market research on industrial trends to support brand awareness tactics

Assistant Account Executive, Entertainment/PR

Rogers & Cowan PMK (November 2020 – May 2022)

- Analyzed social media performance and identified data patterns via Excel and social listening tools to compile reports on results; created 30+ WTD/MTD visually impactful recap decks for content insights; grew Instagram accounts of Intersect by LEXUS (+18.78%), Pauly Shore (+5.3%), Gibson (+7.8%) and CoinCloud (+3.2K%)
- Managed 12+ accounts via digital media campaigns, organic social media growth and paid media (Google Ads)
- Directly responsible for creating over 15 RFP decks, submitting SOWs, scheduling meetings, onboarding new vendors/clients, crafting meeting agendas, and handling invoices, budget tracking, payment processing and expense reports

Brand Marketing Associate (Contract)

Karuna Skin (July 2019 – Jan 2020)

- Collaborated with CEO and Marketing team to implement 360° promotional sale tactics for website announcements, social editorial calendar and email campaigns to reach monthly sale quotes; noted campaign milestones and tracked deadlines
- Effectively increased Instagram followers for Karuna Skin (+21%) and Avatara Skin (+0.7%) in organic following from July 2019 - Jan 2020 by A/B testing various creative assets in editorial calendars, tracking media impressions and ad values, identifying cultural and social media trends to integrate into feed; created 10+ audience and competitive analysis reports
- Developed over 14 MTD performance reports for Karuna Skin & Avatara Skin by tracking monthly social media analytics

Education

CSU Long Beach | Bachelor of Science in Marketing

Projects/Leadership Roles

Marketing Manager

Classmate (March 2023 - Present)

- Crafted go-to market plan, brand strategy and value propositions for AI tool (theclassemate.org)'s beta launch at CSULB (Oct, 2023)
- Collaborating closely with 8 team members to define marketing objectives, budgets, user-acquisition strategies and KPI's

President

American Marketing Association, CSU Long Beach (May 2019 - May 2020)

- Lead a non-profit, nationally recognized top 20 collegiate organization and managed a team of 16 Executive Board directors while having acquired 47% growth year-over-year in student memberships via activations in-person and virtually amid the pandemic

DisneyHits Campaign

Disney Music Group (Spring, 2019)

- Crafted brand awareness campaign for a new product feature and presented to DMG Executives from Global Marketing, Sales/Digital and Brand Partnership Teams; awarded 2nd place amongst 10 teams

Additional Skills

- **Google Suite** - Drive, Docs, Sheets, Slides, Workspace | **Microsoft Office** - Excel, PowerPoint, Word, Outlook, SharePoint, Teams
- **Social Media/Analytical Tools** - Hootsuite, Falcon, Influencer Intelligence, Facebook Creator Studio, Facebook Ads Manager, Brandwatch, Cision, Creator IQ, Sprout Social, Google Ads and Google Trends
- **Project Management** - Asana, Slack, Trello, Monday.com
- **Soft Skills** - Trilingual (English, Hindi and Punjabi), Growth-Mindset, Collaborative, Strong Work Ethic, Strong Verbal/Written Communication, Analytical, Interpersonal Communication, Positive-Minded and Solution-Oriented