

# RYANA KOHLI

## MARKETING STRATEGIST

📞 9716358890 @ Kohlir yana2007@gmail.com 📍 Noida



### SUMMARY

Motivated marketing student with hands-on experience in content creation, social media management, and digital campaigns. Skilled in crafting engaging brand narratives and analyzing audience behavior to drive growth. Passionate about building impactful digital experiences and meaningful brand connections.

### EXPERIENCE

#### Marketing Intern

##### Paws For Greens, Noida

📅 03/2026 📍 Noida, India

Vegan pet food brand

- Assist in optimizing Meta Ads (Facebook & Instagram), improving reach and engagement
- Engage with the online community, strengthening audience relationships and brand presence
- Collaborate on creative campaigns aligned with brand messaging across India and the UK

#### Marketing Intern

##### OmFit, Pune

📅 01/2026 - 03/2026 📍 Pune

Health and fitness platform focused on innovative solutions

- Created and published daily social media content using AI tools, boosting engagement
- Conducted market research on trends, competitors, and audience behavior
- Tracked performance metrics and contributed to weekly reports for content optimization

### EDUCATION

#### Bachelors of Commerce – Honours

##### Janki Devi Memorial College

📅 08/2025 📍 Delhi University

#### Class 12 – CBSE

##### Father Agnel School

📅 2025 📍 Noida, India

#### Class 10 – CBSE

##### Father Agnel School

📅 2023 📍 Noida, India

### KEY ACHIEVEMENTS



#### Student Council - JDMC

Marketing Member  
Commerce Association' JDMC

Marketing Member  
Placement Cell' JDMC

Marketing Member  
MUN Society' JDMC



#### Student Council - FASN

Marketing Member  
EDEN 'FASN

Marketing Member  
FASN'MUN

### SKILLS

Designing

SEO ( Basic )

Digital marketing

Content creation

Canva

Google Analytics

Meta ads (Basic)

Video Editing

### PROJECTS

#### Social Media Growth

📅 2024 - Present 📍 Noida, India

A personal project focused on enhancing social media presence and engagement

- Helped grow a family social media account to 100K+ followers through strategic content planning and consistent posting
- Drove 700K+ monthly visits to the account by identifying trending content formats and optimising posting schedules
- Applied audience behaviour analysis and engagement strategies to build an organic, loyal community