

Yukta Sinha Roy

Influencer Marketing · ORM & Brand Reputation · Content Writing

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PROFILE

Experience across influencer marketing and ORM, within fast-paced digital environments. Specialised in influencer marketing, content writing, and online reputation management where public perception shifts fast and consistency matters. Strong instinct for internet culture, audience behaviour, and what makes content earn attention.

CORE SKILLS

Influencer Marketing · Online Reputation Management · Social Listening & Monitoring · Escalation & Crisis Handling · Stakeholder & Cross-team Communication

PROFESSIONAL EXPERIENCE

Senior Marketing Associate — Central Strategy

Influencer & Content · Zomato · Apr 2026 – May 2026

- › Managed end-to-end influencer collaborations, from creator sourcing to campaign execution.
- › Wrote content briefs and coordinated deliverables to ensure timely campaign rollouts.
- › Negotiated creator commercials and optimized influencer partnerships within budget.
- › Handled creator onboarding and payment processing for smooth campaign operations.
- › Supported influencer marketing strategy to improve campaign reach, engagement, and brand visibility.
- › Assisted with content writing and campaign communication aligned with marketing KPIs.

ORM Associate

Online Reputation Management · Zomato · Feb 2025 – Mar 2026

- › Managed 90–120 daily social media interactions across public platforms while maintaining brand tone and response quality.
- › Responded to customer complaints, feedback, and escalations across social channels in a timely manner.
- › Coordinated with PR, product, and business teams for issue resolution and high-priority cases.
- › Contributed to creating new brand communications and response formats aligned with brand tonality and PR approvals.
- › Owned daily and weekly sentiment reports, highlighting customer trends, recurring concerns, and risk areas across channels.
- › Created SOPs for recurring issues and evolving scenarios to streamline response handling.
- › Audited team response quality, trained new hires, and helped improve overall response consistency while reducing onboarding learning curves.

Chat Process Associate (ZAAP)

Customer Delight · Zomato · Sep 2024 – Jan 2025

- › Resolved food delivery queries via live chat with consistently high CSAT scores — strong grounding in real-time communication and user empathy.
- › Contributed to cross-functional initiatives including the Zomato Birthday Calling programme and District customer support rollout during launch phases.

Customer Service Associate

Medibuddy Vhealth · Dec 2023 – Aug 2024

- › Delivered premium service to healthcare membership subscribers with consistent care and accuracy.
- › Maintained top-tier quality audit scores month-over-month.

INDEPENDENT PROJECTS

Marketing Consultant · Rxverse.in

Ed-Tech · Pharma AI Platform

- › Defined brand positioning and messaging architecture for an AI-powered pharmacy textbook platform — mapping differentiation within a technically complex, specialist audience.
- › Built social presence from zero: content pillars, channel setup, and a niche creator outreach strategy targeting pharmacy educators and medical students.

Marketing Strategist · NutraM

FMCG · Foxnuts · Brand Development · Freelance

- › Built complete brand identity and marketing strategy for NutraM, a new-to-market roasted foxnut brand under AAA Energy Tech Limited — end-to-end, from scratch.
- › Developed brand positioning, channel strategy, and go-to-market framework for the Indian healthy snacking segment — digital-first, consumer-ready.

EDUCATION

BA, Journalism & Digital Media

IGNOU · 2024 – 2027 (ongoing)

Class XII, Humanities with IT

B.M.V.B.A.S.M.A, CBSE · 2021 · 93%

TOOLS

MS Excel · Google Workspace · Social Listening Platforms · Canva