

PROFILE

Marketing professional with over 10 years of experience across advertising and marketing roles, now working at the strategy and team-leadership level. Develop Campaigns and own marketing strategy for public awareness, engagement and demand. Manage an in-house team alongside a wider network of print and media vendors, and hold direct budget and reporting responsibility to senior leadership. Comfortable about Market Research, Campaign Planning, Paid Advertising, Influencer Marketing, Content Creation, Marketing Automation (HubSpot, Mailchimp, custom CRMs), and Creative Production. Have led a campaign that set a world record and won a national marketing award, and a public health campaign that brought more than 5,000 people to a free medical service in two days, reaching over 200,000 people across a week through a mix of online and offline media.

CORE COMPETENCIES

Marketing strategy development & team leadership | Team management, mentoring & coaching | Budget planning and ROI | Lead generation & demand generation | Market research & competitive analysis | Integrated digital and print campaigns | Paid social advertising (Meta Ads) | Marketing automation & CRM (HubSpot, Mailchimp, custom CRMs) | SEO and SEM | Website and CMS management | Branding and visual identity | Vendor and media relations | Influencer partnerships | Event planning | Content Calendar & Strategy | Videography & editing.

PROFESSIONAL EXPERIENCE

Promoted - Marketing Specialist, Sai Prema Foundation (Fiji)

- July 2026 to Present

- Promoted to Marketing Specialist from Digital Marketing Lead after consistent campaign results and growing responsibility for the Foundation's marketing function.
- Manage and mentor an in-house team of a designer and a content writer, and coordinate an outside network of printing and news media vendors to produce the Foundation's marketing output.
- Hold responsibility for a monthly marketing budget of roughly AUD 500 to 1,000, which rises during peak campaigns, and report directly to the hospital's Chairman on strategy, proposals and progress.
- Develop and lead the marketing strategy for public awareness, donor engagement and patient outreach across Fiji and the Pacific, running Meta Ads Manager-driven campaigns on Facebook, Instagram, TikTok, Viber and WhatsApp for programs including Free Heart Surgeries, CHD Screenings, Dental Camps and Health on Wheels Medical Camps, with a focus on engagement-based reach.
- Manage and update the Foundation's website, handling on-page SEO and content updates to improve visibility for health programs and donation pages.
- Planned and ran 6 hospital events, handling concept, promotion and vendor coordination.
- Produce more than 20 flyers a month and 8 to 10 brochures a year, along with billboards, newsletters and donor decks, and set the concept and design standard for all print material.
- Built ongoing relationships with the local news media like - Fiji Times and Fiji Sun, securing both paid print placements and earned coverage through articles and video features on their websites and social pages.
- Manage relationships with local influencers, including a partnership with national rugby player Jerry Tuwai that helped extend the Foundation's reach.

Digital Marketing Lead, Sai Prema Foundation (Fiji)

- April 2025 to July 2026

- Ran paid Meta campaigns using Meta Ads Manager that reached over 196,000 views and 10,000 engagements, helping bring more than 5,000 people to a free eye screening event over two days, and more than 20,000 people over seven days, at a media cost of about AUD 100 (US\$71).
- Carried out market and audience research to refine targeting and messaging ahead of major campaigns, then produced content built around real stories including testimonials, mission recaps reels building trust.
- Coordinated coverage of campaigns with international partners including Hearts4Kids and the Pasifika Medical Association, Human Values 4 Kids Foundation USA & Health in Kind Foundation Australia.

Freelance - Marketing Consultant, Helping Hands Commercial Cleaning (USA) - Nov 2025 to Feb 2026

- Built and led a multi-channel marketing strategy across Meta, TikTok, YouTube, Reddit, Quora, LinkedIn and the company's website blog for a commercial cleaning services client.
- Ran lead generation campaigns on Meta Ads Manager and brought cost-per-click down from \$20 to \$4 through iterative audience and creative testing.
- Produced engaging content in the form of static posts and short-form video across the client's channels.

Social Media Executive, KDM Telecom Solutions(Mumbai, India) - December 2023 to January 2025

- Directed the KDM Bharat Ka Charger campaign, an initiative offering free mobile phone charging at the Mahakumbh in Prayagraj, installing 90 charging stations charging more than 2 million phone over 45 days.
- The campaign earned KDM Telecom Solutions an entry in the Golden Book of World Records for the largest mobile charging initiative at an event, and the founder received the Zee Bharat Ki Udaan Award for the work.
- Designed and led social campaigns that reached over 1 million organic views and 10,000 organic shares.
- Ran a Navratri influencer campaign with a cost per engagement of about 0.38 rupees.
- Built content calendars and moment marketing content, and managed company and product shoot and dubbing in 10 different languages.

Account Manager and Graphic Designer, The Hive Hostels - April 2022 to September 2023

- Built a content calendar and moment marketing content that grew engagement across platforms.
- Worked with influencers to produce reel content that performed well, and identified SEO keywords used in a website relaunch.
- Shot and edited videos for the company and designed engaging content to support campaigns.

KEY ACHIEVEMENTS

- Contributed to the campaign that earned KDM Telecom Solutions a place in the Golden Book of World Records for the largest mobile phone charging initiative at an event.
- The same campaign received Zee Bharat Ki Udaan Award, received by the company founder.
- Helped bring more than 5,000 people to a free eye screening campaign over two days, and more than 20,000 over seven days, at a media cost of about AUD 100.
- Cut cost-per-click from \$20 to \$4 on a freelance lead generation campaign for Helping Hands Cleaning Company.
- Built a working partnership with national rugby player Jerry Tuwai that extended campaign reach.
- Established the Foundation's first ongoing relationships with Fiji's two leading newspapers, the Fiji Times and Fiji Sun, spanning print, web and social coverage.

EARLIER EXPERIENCE

Travel Expert and Social Media Manager – Freelance, Wanderknots, 2017 to 2019. Hosted more than 20 group travel expeditions and produced marketing content and SEO travel blogs.

Freelance, Produced branding, digital campaigns and video advertisements for clients including Toothsi Aligners and Track Earth Parts, Custom Holidays, Awaken the Titan Within.

Social Media Manager, Save Pocket Money, 2015 to 2017. Generated leads and managed brand partnerships with McDonald's, Burger King and Gold's Gym as part of an official student partner programme.

Social Media Intern, Flarepath Advertising Agency, 2015. Supported client social accounts including popular Bollywood films and hospitality brands.

EDUCATION

Bachelor of Mass Media, Advertising. Mumbai University, 2018. | **Certification in Digital Marketing**. North Storm Academy, 2022.

ADDITIONAL SKILLS

HubSpot, Mailchimp, custom CRM platforms, Meta Ads Manager, Google Analytics, Google Search Console, basic on-page SEO. Adobe Illustrator, Adobe Photoshop, Corel Draw, Adobe Premiere Pro, Adobe Lightroom. Website and CMS updates. Photography and videography. Leadership, mentoring, problem solving and time management.