

Araadhita Dewan

Profile

Creative and results-driven social media marketer with 2.6+ years of hands-on experience growing lifestyle, fashion, real estate, and health-tech brands across multinational markets. I turn brand stories into scroll-stopping content, building genuine influencer relationships with data.

Employment History

Socials and Influencer Specialist, Social Alchemy, Amsterdam

MARCH 2024 – PRESENT

- Brought in and retained high-value clients through results-driven campaigns, blending creative storytelling with data-focused strategy.
- Planned and executed influencer collaborations to drive local buzz and UGC, growing organic reach and foot traffic across the Netherlands. Increased brand visibility by 53% through short-form video content on Instagram, TikTok, and YouTube, tailored to lifestyle and cultural food trends.
- Built influencer pipelines, briefed creators, and negotiated partnerships to stay within tight budgets while maximizing ROI.

Digital Marketing Lead, Consent at UvA, Amsterdam

OCTOBER 2023 – JUNE 2025

- Elevated brand engagement by 25% through bold Instagram storytelling and audience-focused campaigns.
- Directed a 3-person team to grow reach by 500+ followers, aligning social efforts with outreach goals.

Social Media and Outreach, Everyone.org, Amsterdam

SEPTEMBER 2024 – MARCH 2025

- Pioneered influencer-led video campaigns across LinkedIn and Instagram, boosting engagement by 34% and driving trust in the health-tech space.
- Secured a US-based influencer (80K+ followers) for the Everyone.org campaign at zero cost; boosted brand mentions in overseas markets by 47%.
- Managed influencer pipeline and campaign performance across Dutch, German, and US markets, tracking ER, CTR, and ROI to guide optimization.
- Amplified brand presence at flagship events like Pharmageddon through paid media and thought-leader partnerships.

Branding Intern, Otrium, Amsterdam

FEBRUARY 2024 – MAY 2024

- Supported brand identity projects for a leading fashion e-commerce platform, refining messaging for premium outlet campaigns.
- Collaborated on visual storytelling and content alignment, enhancing customer-facing brand consistency.

Digital Marketing Intern, Wealth Clinic Real Estate, Noida

JANUARY 2023 – SEPTEMBER 2023

- Amplified brand presence in real estate through strategic media outreach and influencer collaborations, securing notable press coverage.
- Executed cross-cultural influencer strategies for India's premium real estate brands, showcasing adaptability in global markets.
- Designed ROI-focused campaigns blending SEO, paid ads, and PR, driving lead generation and market positioning.

Education

BA Media and Information, University of Amsterdam, Amsterdam

SEPTEMBER 2021 – JUNE 2025

References

KristinaKalpaklieva from Everyone.org

<https://www.linkedin.com/in/araadhita-dewan/details/recommendations/>

Details

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Links

Portfolio: araadhitadewan.com

LinkedIn: [linkedin.com/in/araadhita-dewan](https://www.linkedin.com/in/araadhita-dewan)

Skills

Storytelling & Management
Media Relations
Influencer Marketing
Social Media Strategy (Instagram, LinkedIn, TikTok, YouTube)
Content Creation
Graphic Design
Crisis Communications
Stakeholder Engagement
PR Campaigns
Paid Advertising (Meta Ads, Google Ads)
Google Analytics
Audience Insights
B2B & Multicultural Marketing

Languages

English

Hindi