SOHMI THAKKAR

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PROFESSIONAL SUMMARY

Brand & Content Strategist with experience in content marketing, influencer campaigns, social media strategy, and brand building across healthcare, FMCG, retail, and real estate sectors. Skilled in brand positioning, campaign planning, creator partnerships, and client management. Passionate about building consumer-focused marketing strategies that drive engagement and growth.

CORE SKILLS

Brand Strategy: Brand Positioning, Content Strategy, Campaign Planning, Creative Strategy

Marketing: Influencer Marketing, UGC Campaigns, Social Media Management, Copywriting

Client Management: Stakeholder Management, Client Servicing, Cross-functional Collaboration

Tools: Canva, Meta Business Suite, Microsoft Office, Instagram Edits

PROFESSIONAL EXPERIENCE

Brand & Content Strategist | *OnProjects Agency*

Brand & Content Strategist & Team Lead | June 2026 - Present
Marketing Intern | July 2025 - May 2026

- Led social media strategy and content execution for 8 client accounts across healthcare, FMCG, retail, wellness, and real estate sectors.
- Built brands from inception, including brand positioning, naming, messaging, and website development.
- Developed and executed influencer marketing and UGC campaigns aligned with business objectives.
- Managed content shoots, creative direction, and production coordination.
- Presented performance reports and strategic recommendations to clients based on content and campaign insights.

PR & Influencer Marketing | *Beyond Basic*

Feb - Mar 2025, June - Dec 2025

- Managed influencer campaigns from creator sourcing and outreach to execution and performance tracking.
- Conducted media research and drafted PR pitches for beauty and lifestyle brands.
- Supported content strategy through trend analysis, content planning, and script development.
- Assisted in photoshoot coordination and on-ground content execution.

Finance & Accounting Intern | *Sociohub Media*

Oct 2024 - Mar 2025

- Assisted with accounts payable, receivable, invoice processing, and payment reconciliation.
- Supported GST filings and financial reporting processes while ensuring compliance.

PR & Marketing Coordinator | *S.K. Somaiya College - Cultural Forum*

2023 - 24

- Managed influencer guest relations and event coordination for college cultural events.
- Led vendor negotiations and promotional activities to enhance event visibility and budget efficiency.

EDUCATION

Bachelor of Business Management (Finance)
S.K. Somaiya College, Mumbai | 2023 – 2026

CERTIFICATIONS

Introduction to Social Media Marketing - Coursera, Authorised by Meta