

QUENCY WILFRADA

Marketing | Market Research | Social Media Managing

+91 9566205769

quency14699@gmail.com

Chennai | Chetpet

EDUCATION

MASTERS IN JOURNALISM & COMMUNICATION

Ethiraj College for Women
2020-2022

BACHELORS IN HISTORY

Ethiraj College for Women
2017-2020

HSC

Doveton Girl's Hr. Sec. School
2016

SSLC

Doveton Girl's Hr. Sec. School
2014

TECHNICAL SKILLS

- CONTENT WRITING
- MARKET RESEARCH
- POWER BI
- PHOTOSHOP / CORALDRAW
- SOCIAL MEDIA ADS & MANAGING

ABOUT ME

Marketing professional with over a year of experience leading a team in creating visual content, managing social media, and driving brand marketing initiatives. Skilled in market research analysis and currently pursuing a Master's in Business Analytics and Digital Marketing to enhance analytical capabilities. Holds a Market Research certification, providing a strong theoretical foundation in the field. Proficient in tools like PowerBi, and Tableau.

WORK EXPERIENCE

Marketing & Communication Lead 2023-Present

Supreme Computers India | Chennai

- Design marketing materials for product promotion
- Create social media content with sales teams and align marketing strategies with promotions.
- Organize webinars with OEMs and vendors to showcase products.
- Train Customer Relationship Executives on product updates
- Maintain consistent brand messaging across platforms.

In-House Reporter - Internship

2month

Vikatan Media | Chennai

- Write engaging news articles and content covering a variety of topics. Conduct research and gather information for stories. Adhere to journalistic standards and deadlines

Reporter/ Anchor - Internship

2month

NewsTN | Chennai

- Write news articles and content covering various topics.
- Conduct outdoor interviews - public opinions on current events.
- Stay updated on day-to-day activities and report them accurately.
- Engage with the public to gather insights and perspectives.

THESIS

- Researched and analyzed body shaming of women on social media, focusing on societal beauty standards, influencer/media impact, and psychological effects. Explored strategies for combatting and raising awareness about online body shaming (*Conducted qualitative research and analysis*)
- Conducted a PR campaign highlighting the importance of education for Nemilicherry students. Developed strategies to raise awareness and promote the value of education.

CERTIFICATE COURSE

- Market Research at Great Learning
- Business Intelligence using POWER BI
- Digital Marketing at Zuan education
- Content Writing at FITA Academy
- Graphic Designing at Image Creative education