SIYA CHUGH

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PROFILE SUMMARY

Graduate in International Marketing with hands-on experience in brand marketing, BTL execution, influencer campaigns, and partnerships. Proven ability to execute 0-1 campaigns, build processes from scratch, and drive growth through data-backed insights.

PROFESSIONAL EXPERIENCE

Swiggy - Brand Marketing Trainee

Bengaluru | July 2025 - April 2026

- Orchestrated BTL campaigns managing on-ground assets, vendor coordination, and multi-stakeholder execution.
- Directed end-to-end campaign execution from strategy through launch, demonstrating 0-1 campaign building capability.
- Spearheaded 99 Store influencer campaign, coordinating 90+ creators to amplify brand awareness across social and ground channels.
- Executed Brandverse partnership, integrating influencer content with BTL and digital assets for maximum reach and consistency.
- Led Swiggy Food on Train initiative, managing 90+ creator partnerships and BTL activations across strategic routes.
- Analyzed post-campaign metrics and engagement data, translating insights into optimization recommendations.
- Collaborated cross-functionally with creative, operations, and vendor teams to ensure brand alignment and timely execution.

Swish - Copywriter Intern

Bengaluru | June 2025 - July 2025

- Authored 75+ high-conversion push notifications and marketing copy, optimizing for engagement and brand consistency.
- Partnered in seasonal campaign ideation and execution, including monsoon-focused marketing initiatives.
- Collaborated with design and marketing teams to develop cohesive messaging across online and offline channels.
- Managed vendor coordination for campaign asset production and offline execution with consistent brand representation.

BasketOption.insure - Marketing & Client Engagement Intern

Bengaluru | Feb 2025 - Apr 2025

- Conducted market research to identify and engage high-potential clients and industry verticals.
- Built partnerships through strategic email outreach, LinkedIn engagement, and stakeholder relationship development.
- Supported business development by preparing pitch decks, competitive analyses, and client meeting materials.

Uncuter - Founder's Office Intern

Remote | Feb 2024 - Jan 2025

- Led full-cycle recruitment for 10+ creative and operational roles, including editors for GeeksforGeeks YouTube channel.
- Coordinated between founders, clients, and creative partners to ensure timely delivery and stakeholder alignment.
- Managed end-to-end influencer outreach and content collaboration from prospecting through execution.
- Contributed to organic social campaigns achieving 1,000+ daily engagement and sustained growth.

EDUCATION

Jain University, Bangalore - BMS in International Marketing (2022-2025) | SGPA: 8.1
Maharashtra State Board (Class XII) - 83.5% | **CBSE Board** (Class X) - 70.5%

SKILLS

Brand Marketing, BTL Execution, Influencer Marketing, Campaign Management, Partnerships, Business Development, Market Research, LinkedIn Outreach, Copywriting, Canva, Google Workspace, Stakeholder Communication