



PORTFOLIO

Anik B. & Prerna M.J

www.anikandprerna.marketing



Hello,

I'm Anik B.

I identify as a part-time serial binger and a full-time marketer! My love for communication led me towards marketing, where I honed my communication strategy skills to narrate brand stories for the masses! My work experience is diversified in the films, OTT, CPaaS, AI, and Virtual Events sectors as I have worked on GTM strategies, social media marketing, SEO, performance marketing, video production and email marketing. Have a look at my journey so far!





Industry: **OTT**

Domain: **Video Production**

My tenure at The Glitch was focused on content marketing and video production for

NETFLIX shows and films such as...



and more!

As an associate producer, I focused primarily on content production.

SACRED GAMES



Click on the tiles to watch the video

The Sacred Games S1 campaign focused on bringing the culture of the streets to the ones we were targeting digitally, thus localizing the essence of the show for the target group. My contribution with these assets was managing the pre-production to the post-production phase of the shoot with the objective of bringing the creative vision to light, in coalition with the production department.

GHOUL



[Click on the file to watch the video](#)

Ghoul's campaign focused on highlighting the hook points of the show, and instilling an interest in the masses who enjoy thriller/horror shows. My contribution with this asset was managing the pre-production to the post-production phase of the shoot and co-ordinating with the cinematographer and the sound department to capture the launch event.

LITTLE THINGS



Click on the tiles to watch the video

Built on the fan base of Little Things S1, the campaign for Little Things Season 2 starred Mithila Palkar and Dhruv Sehgal and targeted the existing audience base of Little Things. The focus was to bring the essence of Little Things S1 and drop hints for people to anticipate what is about to come in the second season. My contribution with these assets was managing the pre-production to the post-production phase of the shoot to bring the creative vision to light, in coalition with the production department.

MOWGLI

NETFLIX



NETFLIX



NETFLIX



NETFLIX



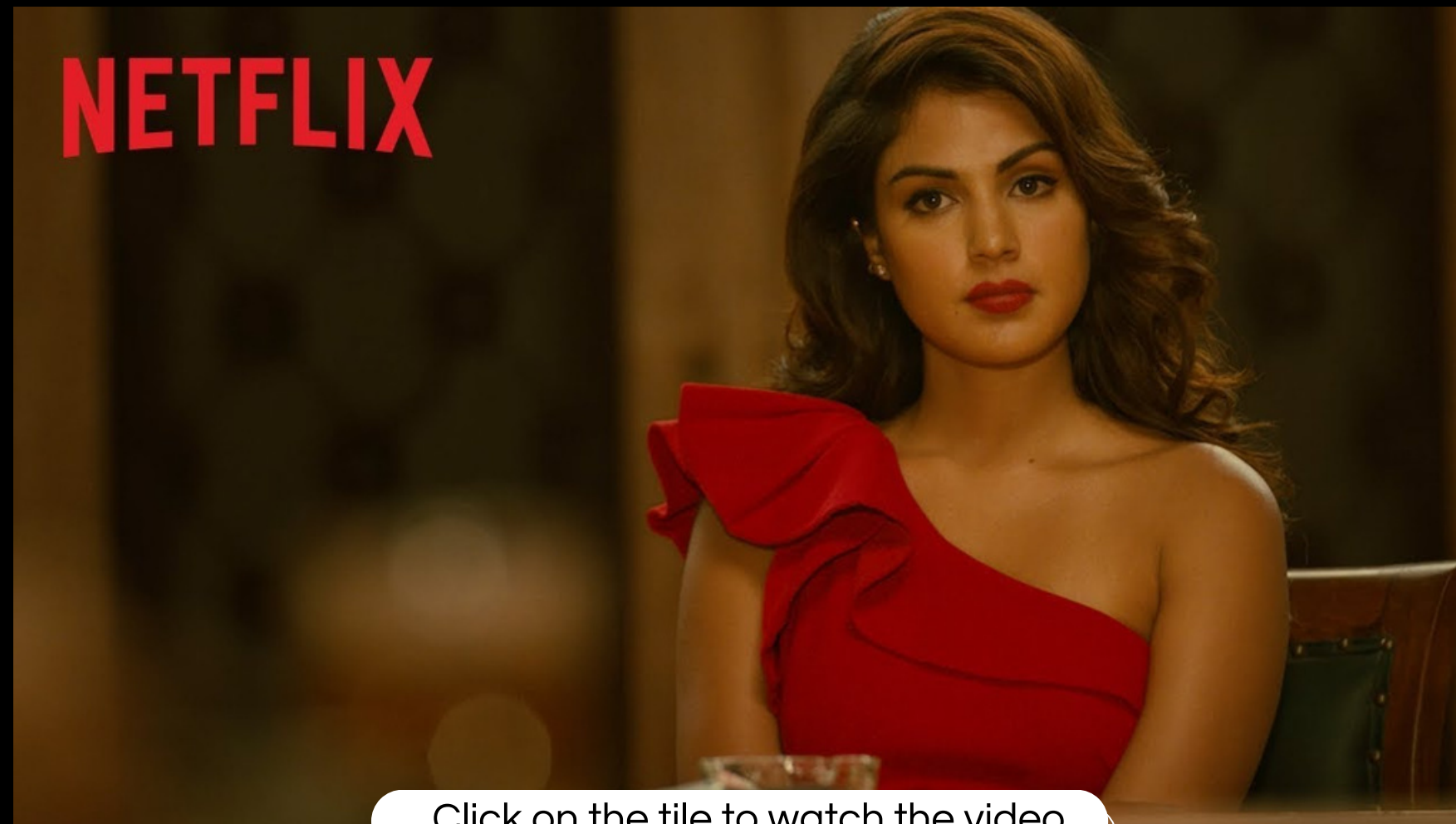
NETFLIX



Click on the tiles to watch the video

The widely anticipated Netflix Mowgli held immense value in its story and the cast! With the launch of this film, we focused on promoting the film with the voices behind the characters in a fun, light-hearted questionnaire shot in a piece-to-cam format where the jungle questions met with their quirky answers.

NARCOS: MEXICO



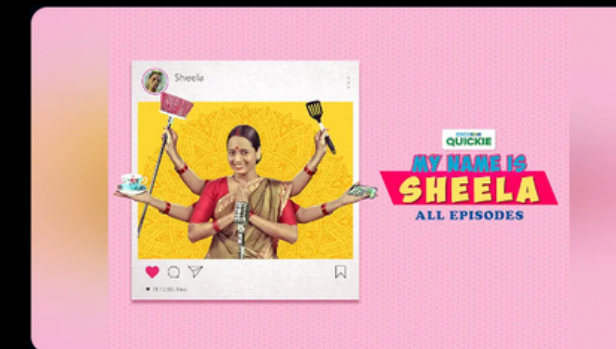
Every Goa Plan Ever was conceptualized to promote the show Narcos: Mexico. Building on the trope of the protagonist attempting the impossible task of making a drug cartel in the show, our promotional video localized this concept with Shiv Pandit attempting the impossible task of making a Goa plan with his friends. The visuals were kept similar to that of the show to build relatability.



Industry: **OTT, Film & Webseries**

Domain: **Social Media Marketing**

My tenure at Eros International was focused on social media marketing in 3 primary domains
- films, web series, and social media hygiene. Some of the releases I have worked on are...



As a social media marketer, I focused on complete social media marketing efforts and collaborated with the marketing, digital marketing, and PR team to assist with campaign releases

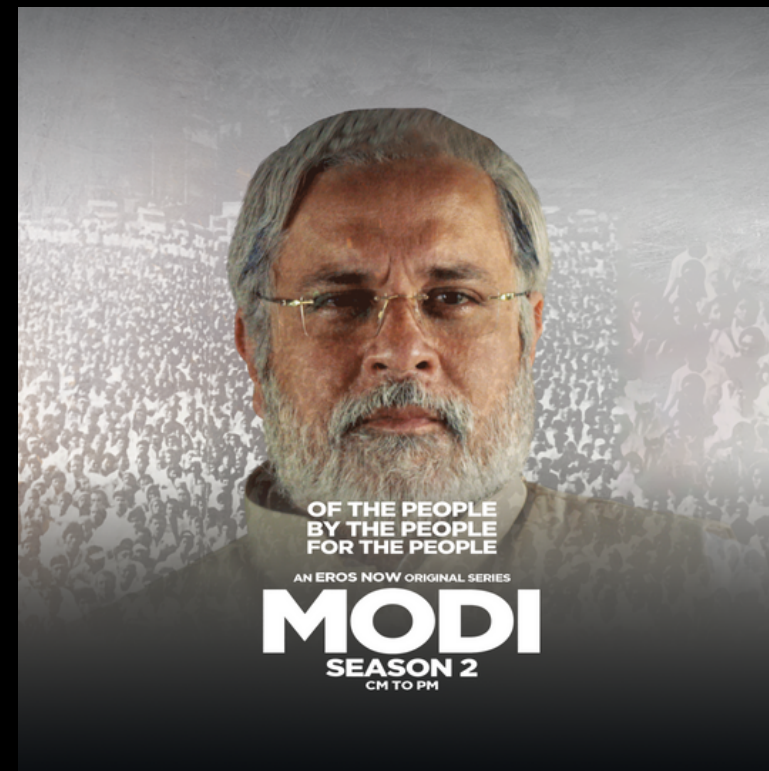
MOVIE MARKETING



Movie marketing campaigns at Eros International were the biggest campaigns run, where the trio of Social Media Marketing, Digital Marketing, and PR came together to serve a single purpose of getting the films their well-deserved viewership. Movie marketing campaigns often included social media marketing, brand associations, influencer marketing, content marketing and pop culture/meme marketing.

While some movie campaigns were led by me, others were facilitated with creative ideation for the campaign.

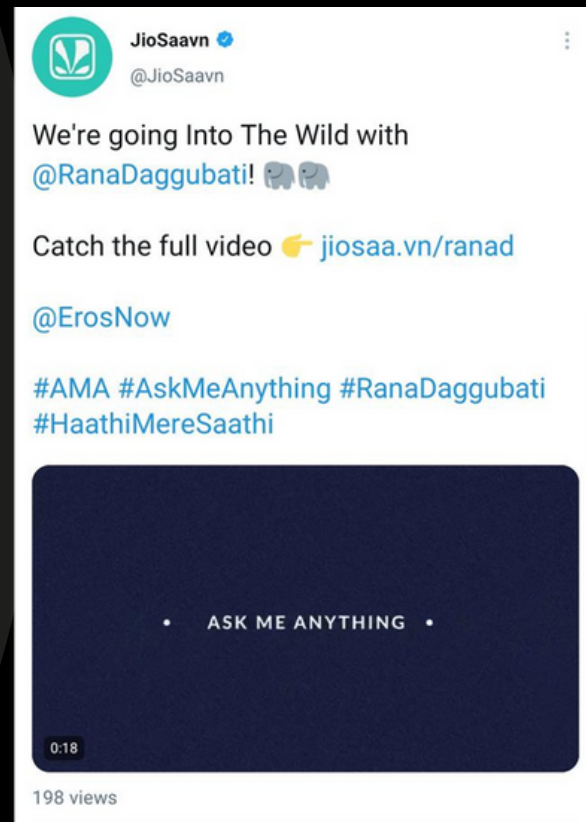
WEB SERIES MARKETING



Webseries campaigns at Eros International played a big role in boosting Eros's digital presence. With the release slated to Eros Now (OTT Platform), the campaign's main objective was to drive the social media audiences with our campaign to the OTT platform. Social Media Marketing efforts were collaborative with PR and digital marketing teams, and the primary focus of web-series marketing campaigns was social media marketing, content marketing, pop culture/meme marketing, cast member interactions and moment marketing.

While I led some show campaigns, others were facilitated with creative ideation for the campaign.

BRAND PARTNER ASSOCIATIONS



Our social media marketing efforts received a boost from the collaborative marketing activities of brand associations. Brand associations not only helped the campaign get more visibility but also gave Eros Now's social media handles more visibility, as we collaborated with - PVR, Mad Over Donuts, JioSaavn, Humans Of Bombay, Terribly Tiny Tales and more! Our social media marketing campaigns were enhanced with this activity led by the marketing team.

INFLUENCER AND CELEBRITY MARKETING

Karan Johar @karanjohar

This looks amazing! A relevant and a dramatic watch! Well done @RanaDaggubati can't wait to see it! Releasing 26th March 2021 @PulkitSamrat #HaathiMereSaathi

Haathi Mere Saathi Official Trailer | Rana Daggubati | Prabu ...
Subscribe To Eros Now: <http://bit.ly/SubscribeToErosNow>
A thrilling battle has just begun- the one between man's gree...
youtube.com

7:29 PM · Mar 4, 2021 · Twitter for iPhone

56 Retweets 4 Quote Tweets 1,088 Likes

**Suicide or Murder ?
What is my daughter's truth ?**

TO FIND OUT MORE,
GIVE A MISSED CALL **7069000868**

radhikaofficial · Follow

radhikaofficial There is more to Dr. Sharma's daughter's case than what meets the eye! Call on the given number by Thursday 1 pm to find out more!

Stay tuned on @erosnow for more updates on #Halaha!

#SuicideOrMurder @zeishanquadri @priyankabassi_23 @randeepjha #BarunSobti @sachinskhedekar @gibrannoorani @piyushputy @shalini2704 @onlytarabajaj @ridhimalulla

62w

kr_dhananjay Giri hue ladki Ho tm...chee nai dekna tmhar koi movie
61w Reply

srijeeta.gupta14 What hypocrite are you! Don't you feel ashamed to stand in front of the mirror? How much more...

Liked by mathuranik and 36,671 others

SEPTEMBER 15, 2020

Add a comment...

Post

Mahesh Babu @urstrulyMahesh

#Aranya looks promising!!
Looking forward to watching it soon. Wishing @RanaDaggubati and the team all the best for its release on the 26th!

Aranya - Official Trailer | Rana Daggubati, Vishnu Vishal, Pral ...
Subscribe To Eros Now: <http://bit.ly/SubscribeToErosNow>
In the chaos of the jungle, a war is brewing. Trumpets roar ...

3:58 PM · Mar 24, 2021

Digital and Theatrical releases got an amplified reach over social media platforms with Influencer Marketing Programs to amplify the campaign's presence. Collaborating frequently with Bollywood celebrities gave Eros Now and its campaigns massive visibility and clout over social media. Some of the celebrities we collaborated with are Karan Johar, Radhika Apte, Mahesh Babu, Kriti Kulhari and more! Our social media marketing campaigns were enhanced with this activity led by the marketing team.

SOCIAL MEDIA FILTERS



Social Media Filters were an interactive avenue often explored. The Haathi Mere Saathi filter helped us build an engagement-centric social media marketing effort that not only helped amplify the film but also helped increase our Instagram account reach.

CELEBRITY MARKETING

← Post

 **Mahesh Babu** ✓
@urstrulyMahesh

#Aranya looks promising!!
Looking forward to watching it soon. Wishing @RanaDaggubati and the team all the best for its release on the 26th!

 youtube.com
Aranya - Official Trailer | Rana Daggubati, Vishnu Vishal, Pral ...
Subscribe To Eros Now: <http://bit.ly/SubscribeToErosNow>
In the chaos of the jungle, a war is brewing. Trumpets roar ...

3:58 PM · Mar 24, 2021

 **Venkatesh Daggubati** ✓
@VenkyMama

#Aranya trailer looks magnificent !! @RanaDaggubati

 **Rana Daggubati** ✓ @RanaDaggubati · Mar 3
In the chaos of the jungle, a war is brewing. Trumpets roar as the elephants prepare for battle. Man or nature, which side will you be on?
Watch the trailer of 2021's first trilingual film Aranya (Telugu): bit.ly/308IP52
[Show this thread](#)



 **Karan Johar** ✓
@karanjohar

This looks amazing! A relevant and a dramatic watch!
Well done @RanaDaggubati can't wait to see it!
Releasing 26th March 2021 @PulkitSamrat
#HaathiMereSaathi

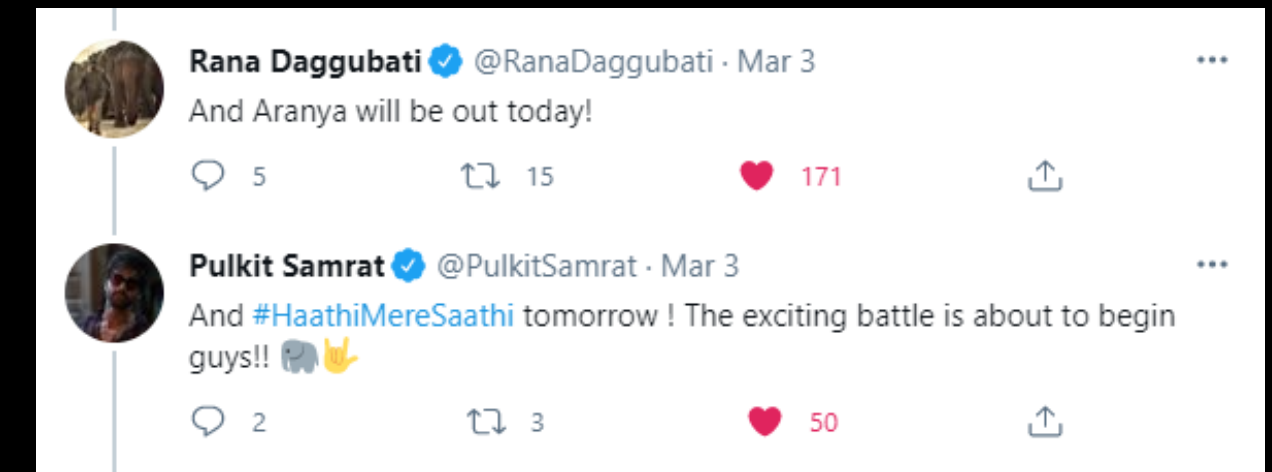
 Haathi Mere Saathi Official Trailer | Rana Daggubati | Prabu ...
Subscribe To Eros Now: <http://bit.ly/SubscribeToErosNow>
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[youtube.com](#)

7:29 PM · Mar 4, 2021 · Twitter for iPhone

56 Retweets 4 Quote Tweets 1,088 Likes

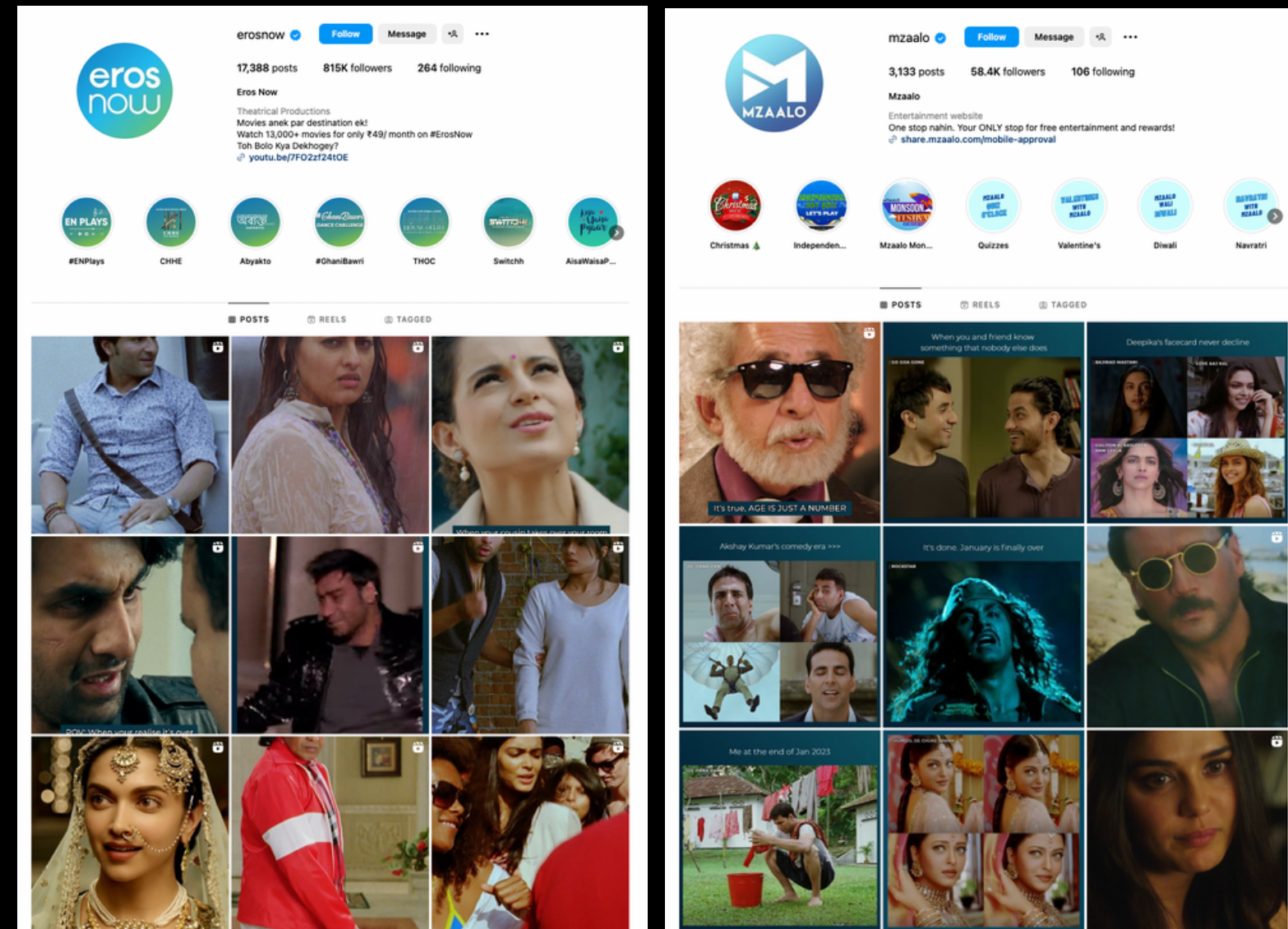
A Twitter conversation was held between the cast members on World Wildlife Day. The conversation focused on the issues of deforestation and highlighted the risk of losing wildlife species. The conversation integrated the promotion of Aranya's (Haathi Mere Saathi in Telugu) trailer as well

TWITTER CONVERSATIONS



A platform made to hone a conversational approach, Eros Now's Twitter handle was often leveraged to host conversations with the cast members of digital/theatrical releases. These conversations helped our Twitter presence get an organic boost and were also leveraged for PR Amplification.

SOCIAL MEDIA HYGIENE



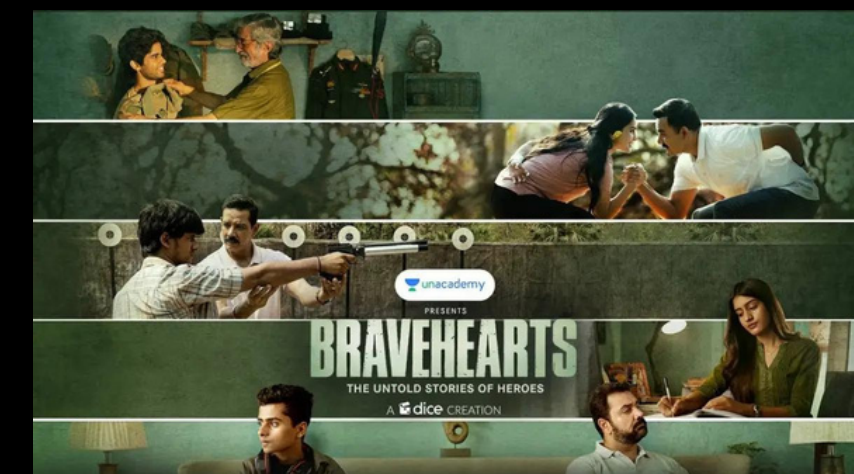
While movie and web series releases took our primary attention, I also focused on running Eros Now (SVOD OTT) and Mzaalo (AVOD OTT) on Instagram, Facebook, Twitter and LinkedIn. The primary focus of the social media efforts was to drive social media audiences on the platform to consume our massive content library.



Industry: **Web-series**

Domain: **Marketing**

My tenure at Pocket Aces Pvt Ltd was focused on crafting marketing and social media marketing for OTT releases and YouTube releases



As a senior associate in the marketing division, I focused on crafting marketing strategies, creative ideation, IMDB management, and regular collaboration with social media marketing and performance marketing personnel for Dice Media's releases.

OTT RELEASES



The marketing campaigns for Dice Media's OTT Releases ran in collaboration with the OTT partners, specifically Disney+ Hotstar and Amazon Mini TV. With a collaborative marketing approach, our focus was primarily on social media marketing, content marketing, facilitating influencer marketing programs, pop culture marketing, and launch event coverage.

YOUTUBE RELEASES



The marketing campaigns for Dice Media's YouTube Releases were solely run by us, incorporating a larger spectrum of marketing activities. Ran in conjunction with the PR and Digital Marketing Specialist, The focus was primarily on crafting marketing strategies, social media marketing, content marketing, running influencer marketing programs, pop culture marketing, digital ads, offline marketing channels of banners and launch event coverage.

SM CONTEST & SOCIAL IP

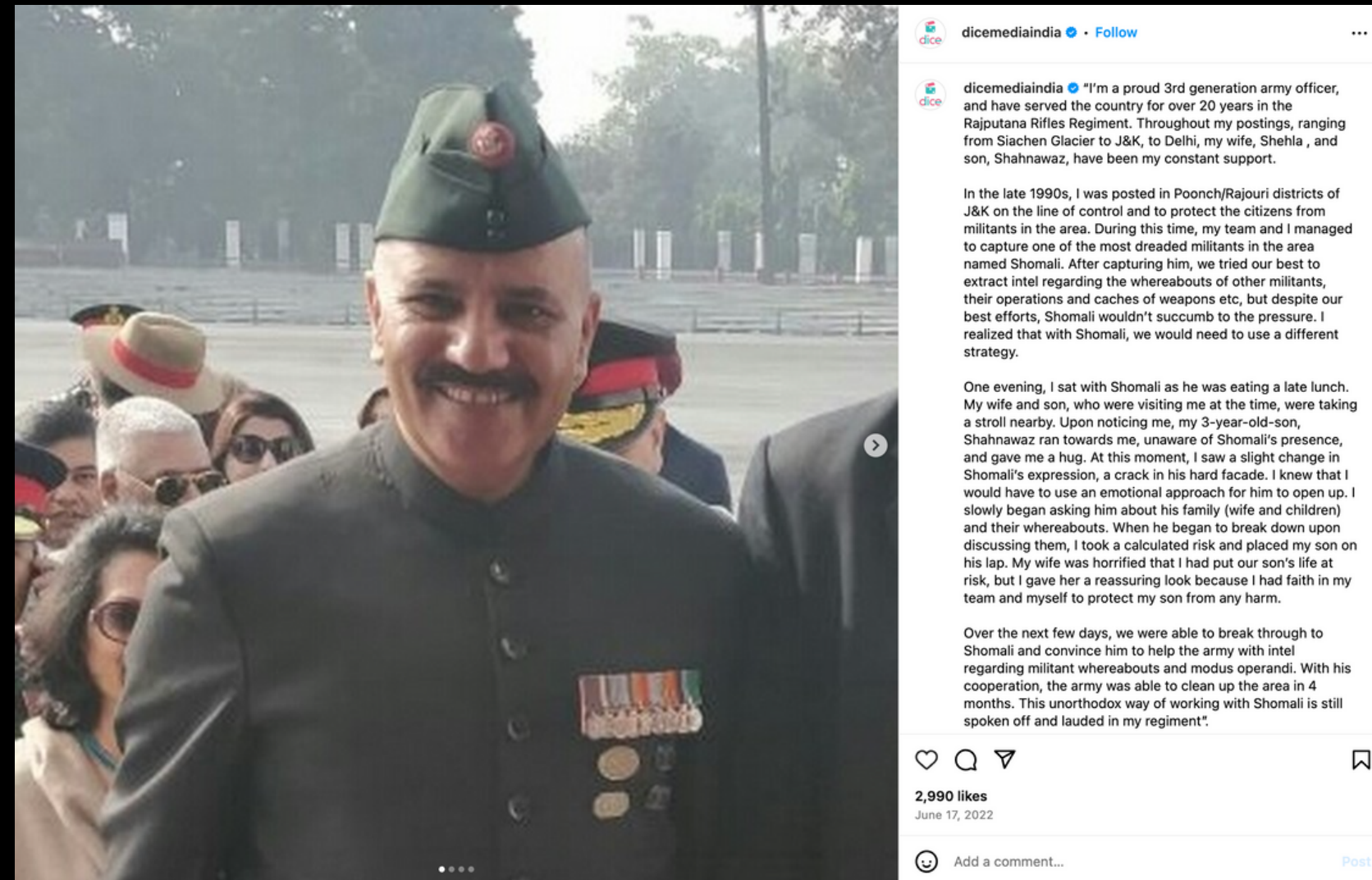


#BRAVEHEARTDIARIES

Tell us your Braveheart story through letters, pictures, or videos.

Make sure to use the #BraveheartDiaries and tag @dicemediaindia for a chance to be featured on our handles.

unacademy PRESENTS **BRAVEHEARTS** THE UNTOLD STORIES OF HEROES A dice CREATION



dicemediaindia • Follow

dicemediaindia "I'm a proud 3rd generation army officer, and have served the country for over 20 years in the Rajputana Rifles Regiment. Throughout my postings, ranging from Siachen Glacier to J&K, to Delhi, my wife, Shehla, and son, Shahnawaz, have been my constant support.

In the late 1990s, I was posted in Poonch/Rajouri districts of J&K on the line of control and to protect the citizens from militants in the area. During this time, my team and I managed to capture one of the most dreaded militants in the area named Shomali. After capturing him, we tried our best to extract intel regarding the whereabouts of other militants, their operations and caches of weapons etc, but despite our best efforts, Shomali wouldn't succumb to the pressure. I realized that with Shomali, we would need to use a different strategy.

One evening, I sat with Shomali as he was eating a late lunch. My wife and son, who were visiting me at the time, were taking a stroll nearby. Upon noticing me, my 3-year-old-son, Shahnawaz ran towards me, unaware of Shomali's presence, and gave me a hug. At this moment, I saw a slight change in Shomali's expression, a crack in his hard facade. I knew that I would have to use an emotional approach for him to open up. I slowly began asking him about his family (wife and children) and their whereabouts. When he began to break down upon discussing them, I took a calculated risk and placed my son on his lap. My wife was horrified that I had put our son's life at risk, but I gave her a reassuring look because I had faith in my team and myself to protect my son from any harm.

Over the next few days, we were able to break through to Shomali and convince him to help the army with intel regarding militant whereabouts and modus operandi. With his cooperation, the army was able to clean up the area in 4 months. This unorthodox way of working with Shomali is still spoken off and lauded in my regiment".

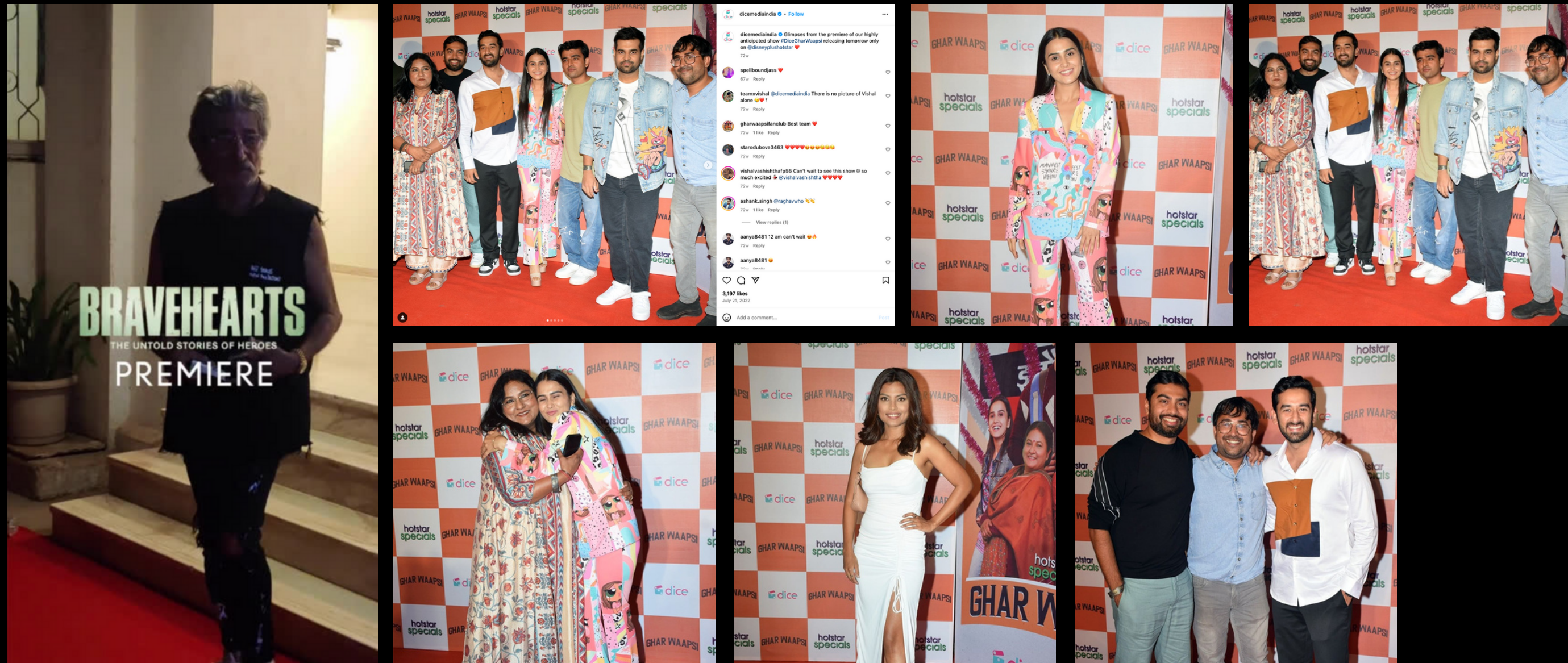
2,990 likes
June 17, 2022

Add a comment... Post

Social Media Contests and Social Media IPs were leveraged to -

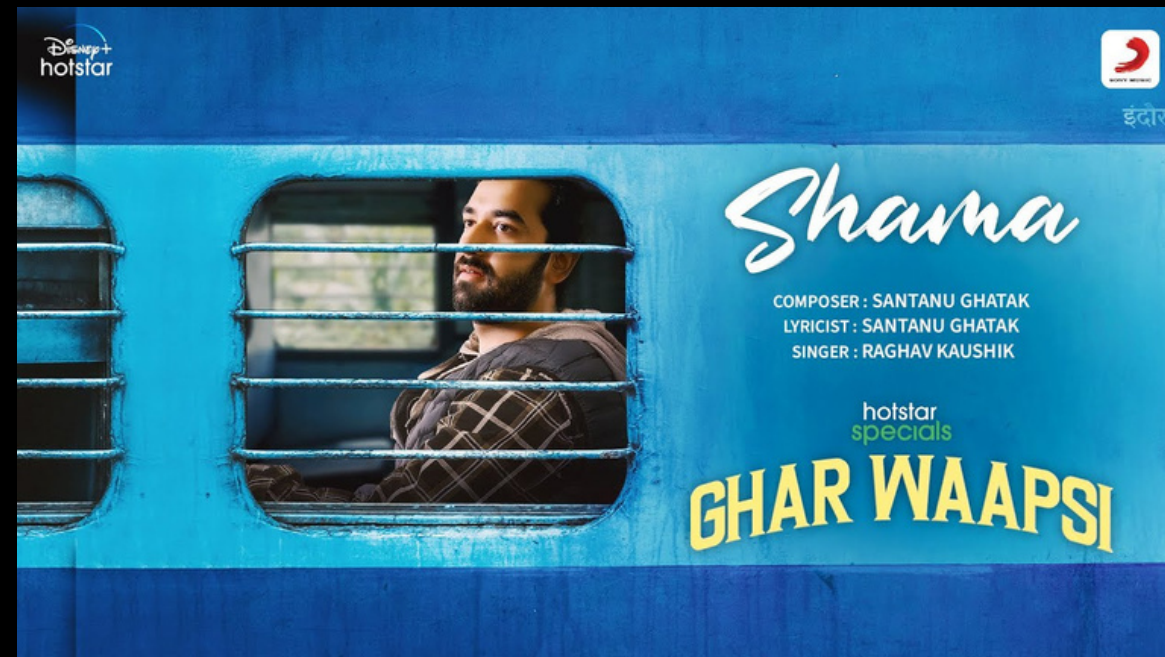
1. Build a specific IP for the show release, to set a communication tonality in line with the show
2. Start communicating with our social media community to amplify the launch of a new show.

LAUNCH EVENTS



Launch events played a big role in announcing the release of a show over social media handles. The Launch events were covered with live coverage over Instagram stories with subsequent additions to Instagram Highlights. The social media handles also got added with the reviews of the show by the guests invited to the screening at the launch event.

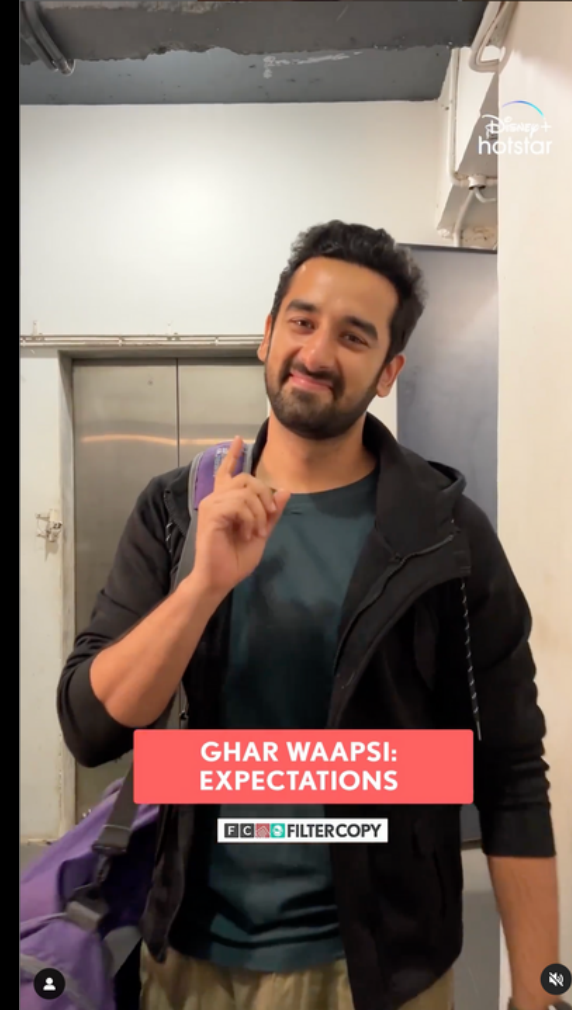
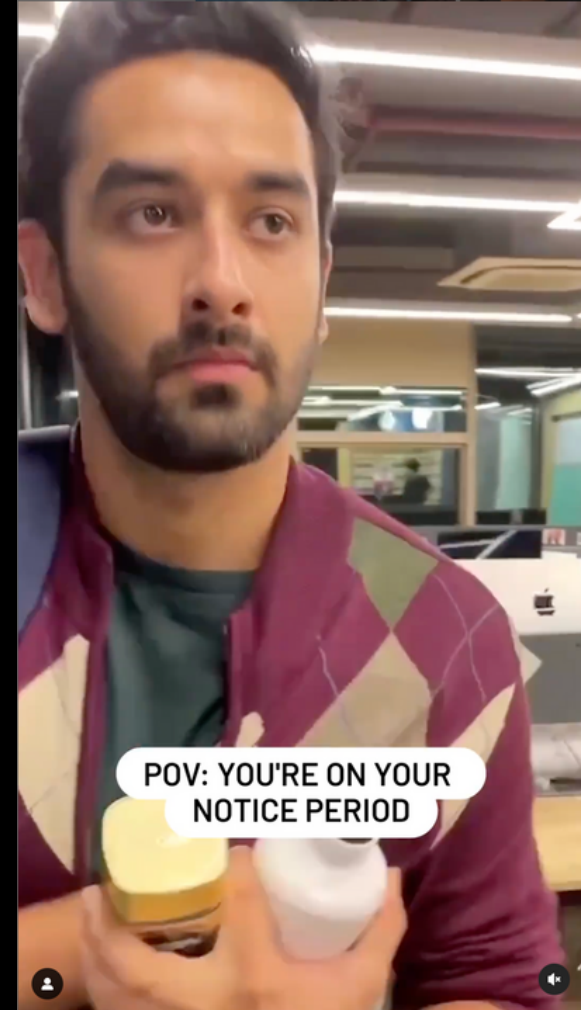
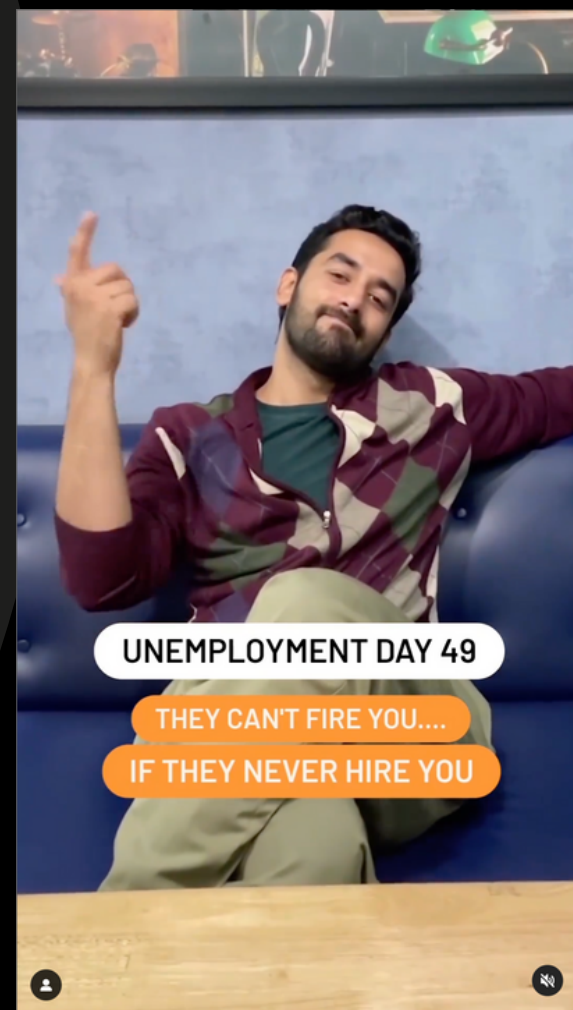
MUSIC VIDEOS



Click on the tiles to watch the video

Music videos played a big role in making a monumental impact on a show's campaign. The 4 Ghar Waapsi music videos released under the Sony Music label captured the essence of the protagonist's different phases in the show. My contribution to these assets was post-production management and creative ideation.

UGC CONTENT



User-generated content trends were leveraged to amplify the release of the show organically. Keeping in line with the theme of the show, the UGC content was crafted to target the multiple tropes of millennial life often discussed over social media. The collaboration with Filter Copy helped us organically amplify the reach of Ghar Waapsi's marketing campaign.



Industries: **CPaaS, AI, Virtual Events**

Domain: **Marketing**

My tenure at Jio was focused on servicing Jio Matrix, a part of Jio Platforms Ltd with

SEO

Leveraged content on the website to increase website visitors for...



JioMeet



JioEVA

EMAIL MARKETING

Ran lead gen, conversion, and customer retention campaigns for...



JioMeet

PUSH NOTIFICATIONS

Ran brand building and engagement-centric campaigns for...



JioMeet

CONTENT MARKETING

LinkedIn Newsletter and blogs to establish industry expertise for...



JioMeet



JioEVA



JioEvents

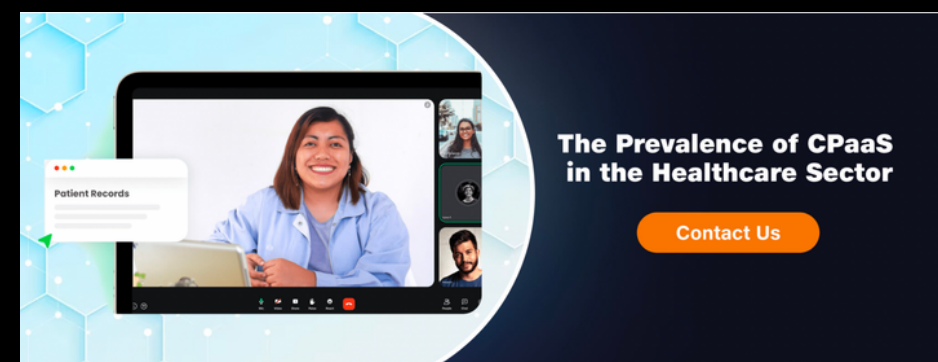
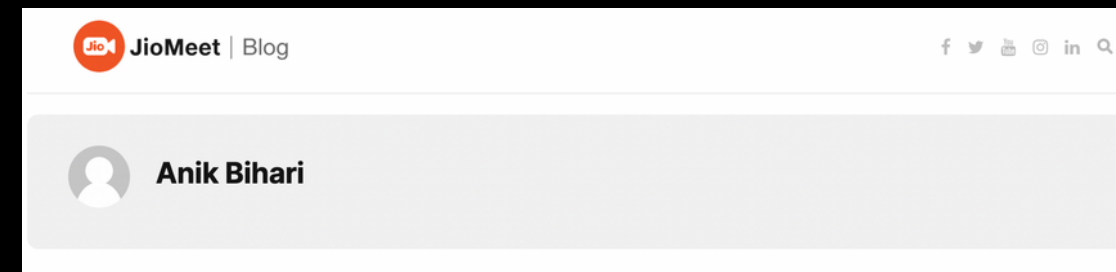
GTM

Crafted a launch strategy under the guidance of senior management for...



JioEVA

SEO AND CONTENT MARKETING



Building a brand in a cluttered B2B market with long consumer life spans is a challenging task. To establish the brand image of JioMeet and build its industry leadership over social media and digital landscape, SEO-friendly blogs, Push Notifications and LinkedIn Newsletters were leveraged. With uploads spanning between weekly to bi-monthly duration, Newsletters and Blogs have helped push JioMeet's presence on the SERP and build a community.

VIRTUAL EVENTS AMPLIFICATION

JioMeet MIDASTOUCH

Look at the
RECESSION
through
DIGITAL
glasses!

Win the India
Opportunity!

Register Now

(Session on 23rd Aug)



**VideoVerse: Igniting the
Potential of CPaaS Video API**

16th June | 4:00 PM

Enoch Pakanati
The iMarketers Founder,
CEO

Rob Kurver
CPaaS Acceleration Alliance,
Founding Partner

Host
Shikha Pakhede
Jio Platforms Ltd, Head of
Marketing

Pushkaraj Phule
Quintype Technologies VP
Marketing

Raman Aggarwal
Director FDC & ST Consultant World
Bank & Consultant MAS Financial
Services

Register Now

EventFUL Bytes

Meet. Engage. Elevate.
16th May | 3 PM

DANIEL ZSOLT RENYI
Klear B2B
Founder

SONESH PRAKASH
Outsourced
CEO CMO

KARTHICK RAAJHA
SaaSMarketing.in
Founder and CEO

AMIT SHAH
Zycus
SVP - CMO & Head Sales
Enablement & Ops

AJAY ROW
Loyalty Caravan
Founder and Chairman

Topic: Importance of Rewards and Loyalty Programs when designing ABM Strategy

Moderator : Shikha Pakhede

SAVE YOUR SEAT

Powered by JioEvents JioCoupons

Generating leads and nurturing them in a B2B landscape is always challenging, especially in the virtual communication sector. The brainchild of the marketing team, virtual events became a unique marketing IP for us that helped us - establish industry leadership, generate leads, and nurture leads. With regular virtual events and amplification over digital channels, JioMeet advocated its legitimacy, interacted with potential customers, and built a communication pathway for anyone interested in the virtual communication sector.

Hello,

I'm Prerna M.J,

I am a passionate social media marketer and an avid reader. I enjoy creating engaging and impactful content for various online platforms. With my diverse experience in different sectors, I have honed my skills in online marketing and communication. I follow a systematic approach of conducting market research and devising a goal-oriented marketing plan that delivers value to the client. My core competencies are social media marketing and copywriting.





Industries: **Entertainment & Lifestyle**

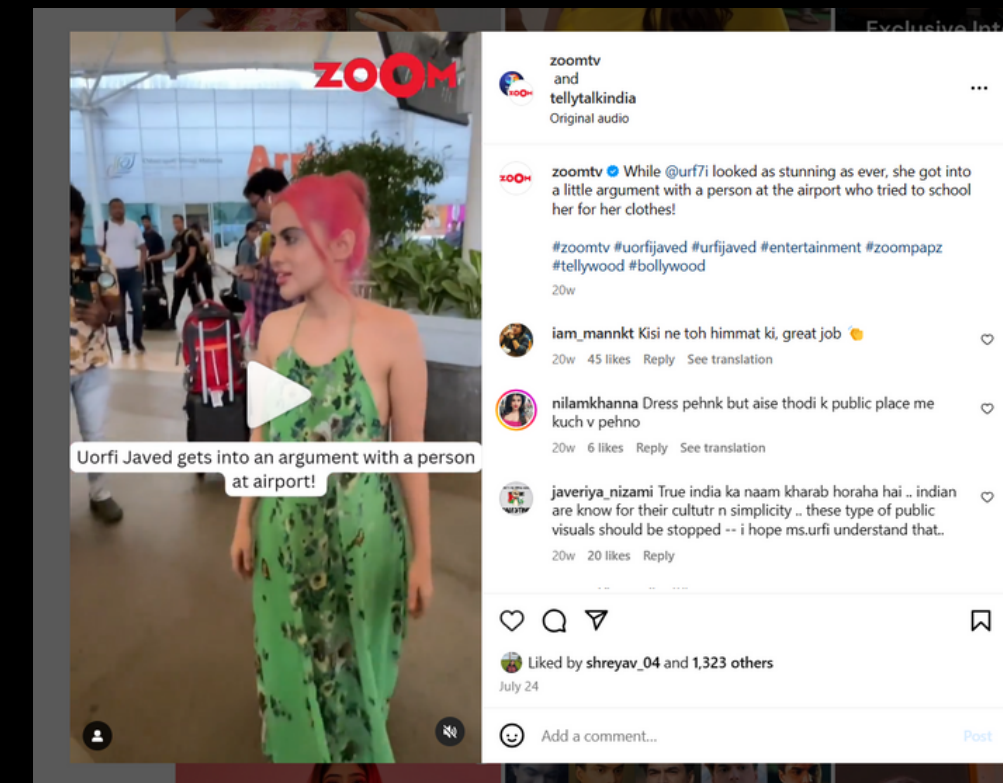
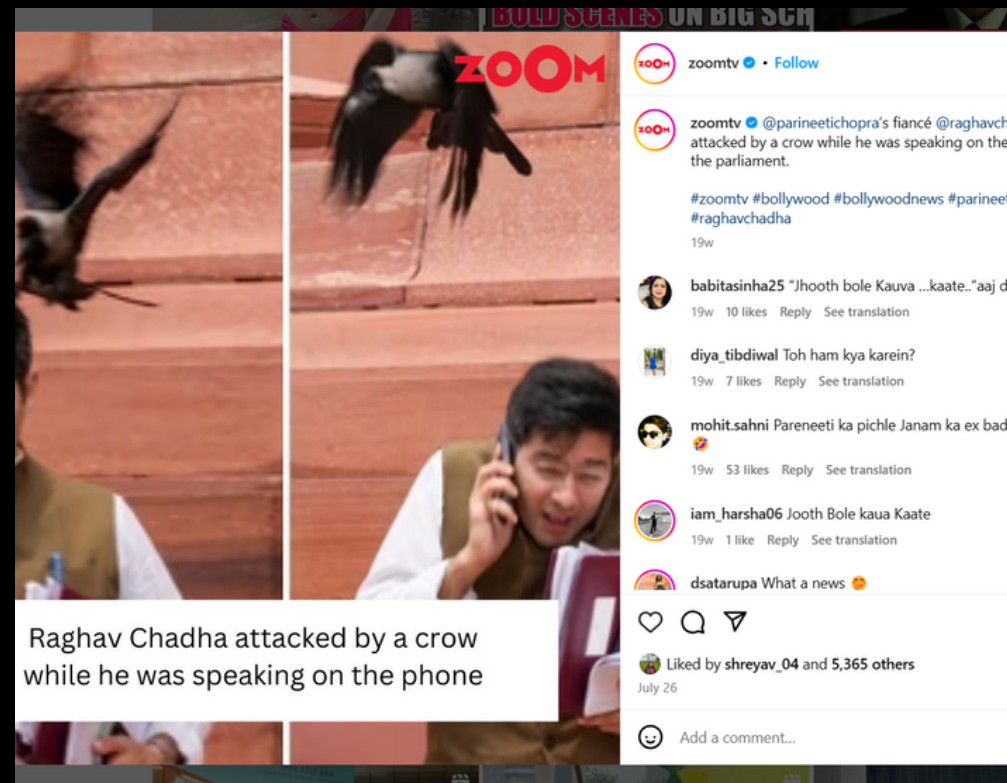
Domain: **Social Media Marketing**

I worked at Times Network from 2021 to 2023 wherein I handled social media pages for their three main channels along with making weekly & monthly data reports.



I worked on Social Media Management, Weekly and Monthly Reports, Cross Promotions between Zoom TV and Telly Talk India, Zoom TV (Television) Contest Promotions on Zoom TV (Social Media Pages)

SOCIAL MEDIA MANAGEMENT



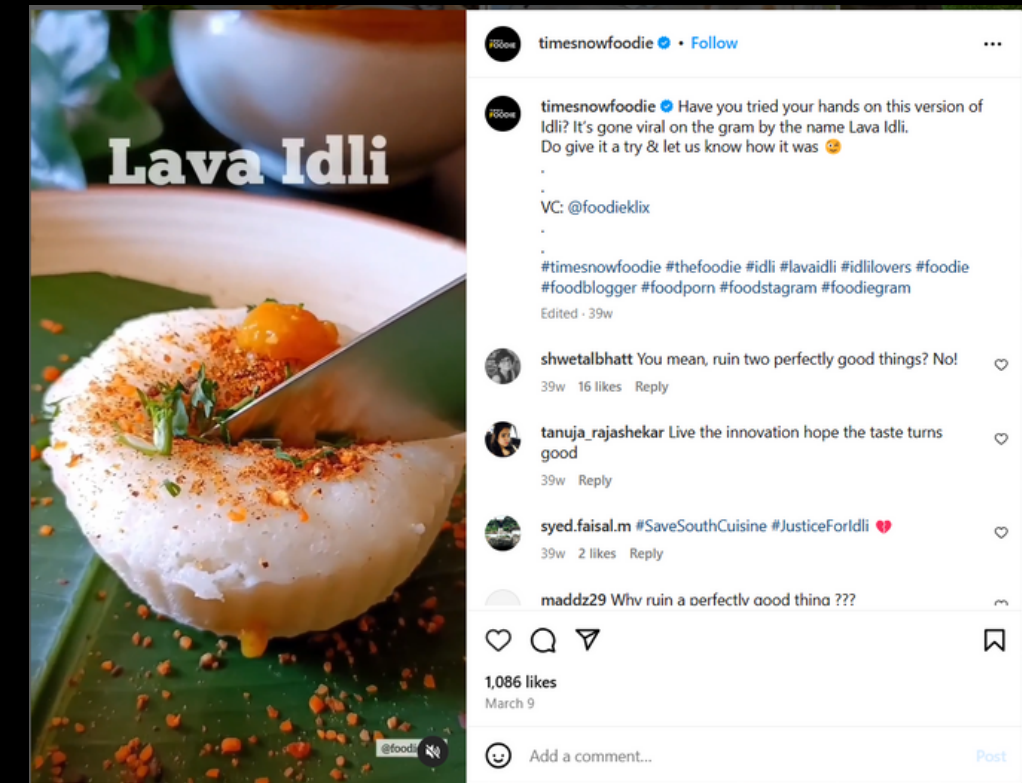
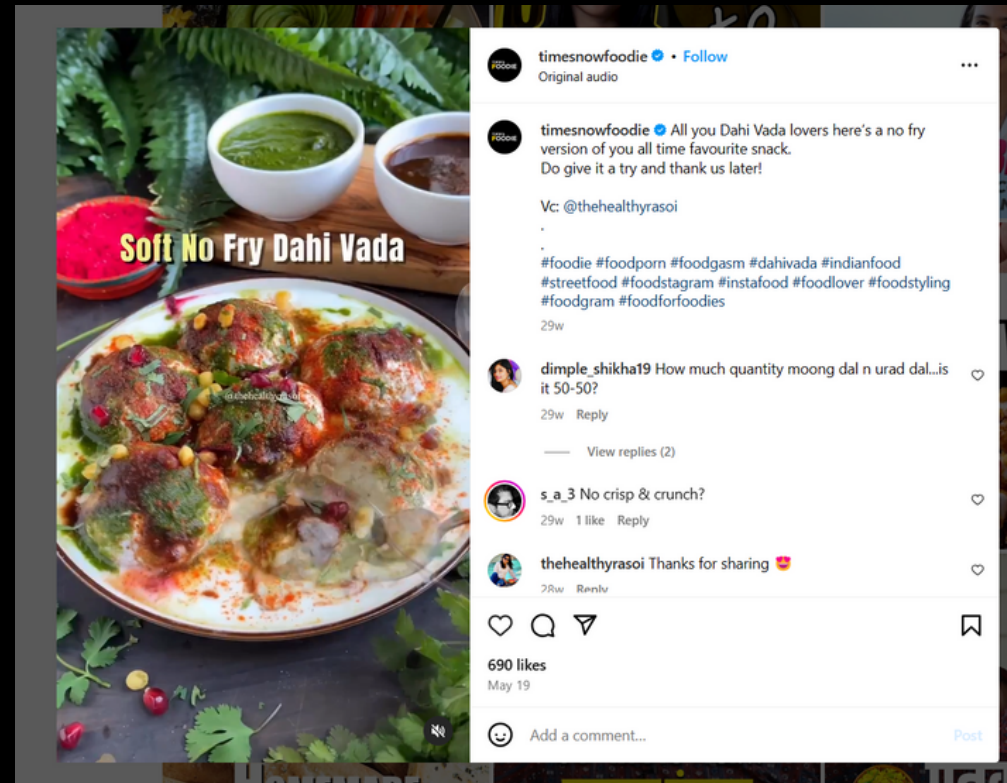
I worked as a Senior Social Media Executive at Times Network wherein I handled social media pages of Zoom TV, Telly Talk India, Times Now Foodie and Times Now Navbharat (Snapchat only), made Weekly & Monthly Reports, did Cross Promotions between Zoom TV & Telly Talk India and promoted Zoom TV (Television) Contests on Zoom TV (Social Media Pages)

SOCIAL MEDIA MANAGEMENT



Telly Talk India covered all news from the television industry and I used to regularly post paparazzi content on Facebook, Twitter and Instagram.

SOCIAL MEDIA MANAGEMENT



Times Now Foodie is a food channel of Times Network wherein we focussed mainly on the Instagram page and posted food recipes, kitchen hacks, etc.

The logo for 'erosnow' is displayed in a white rounded rectangle. The word 'eros' is in blue and 'snow' is in green.

Industries: **OTT**

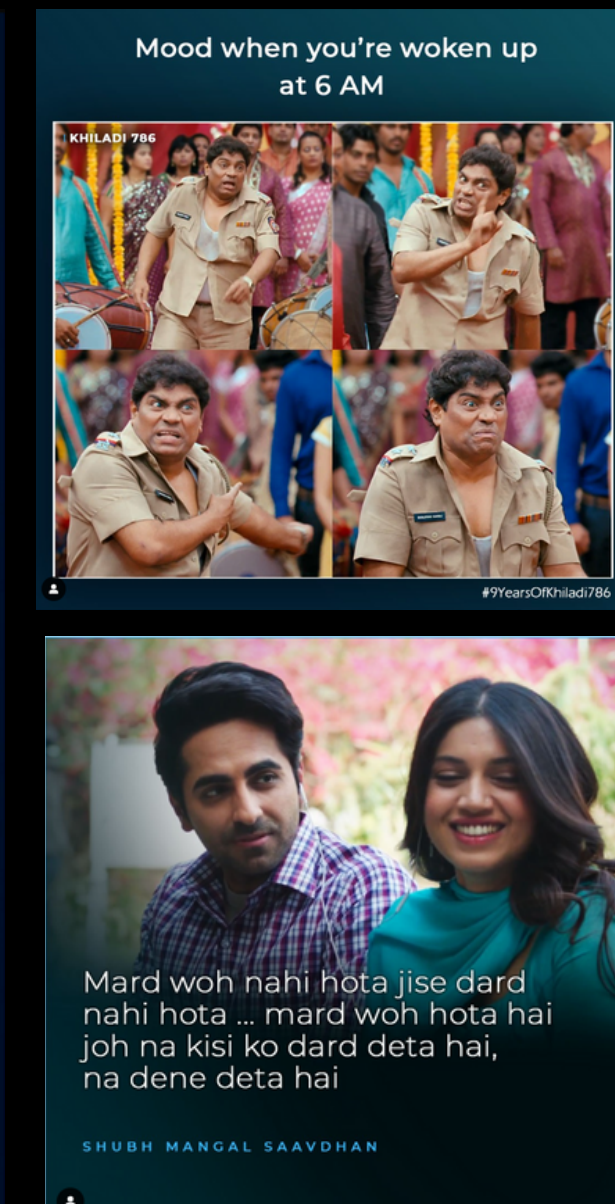
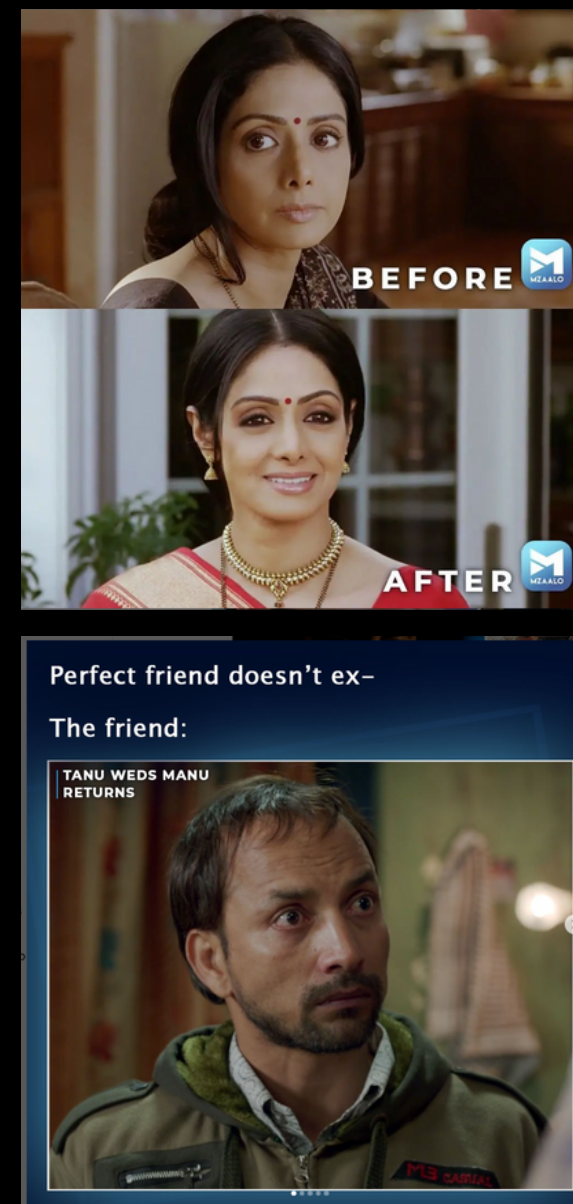
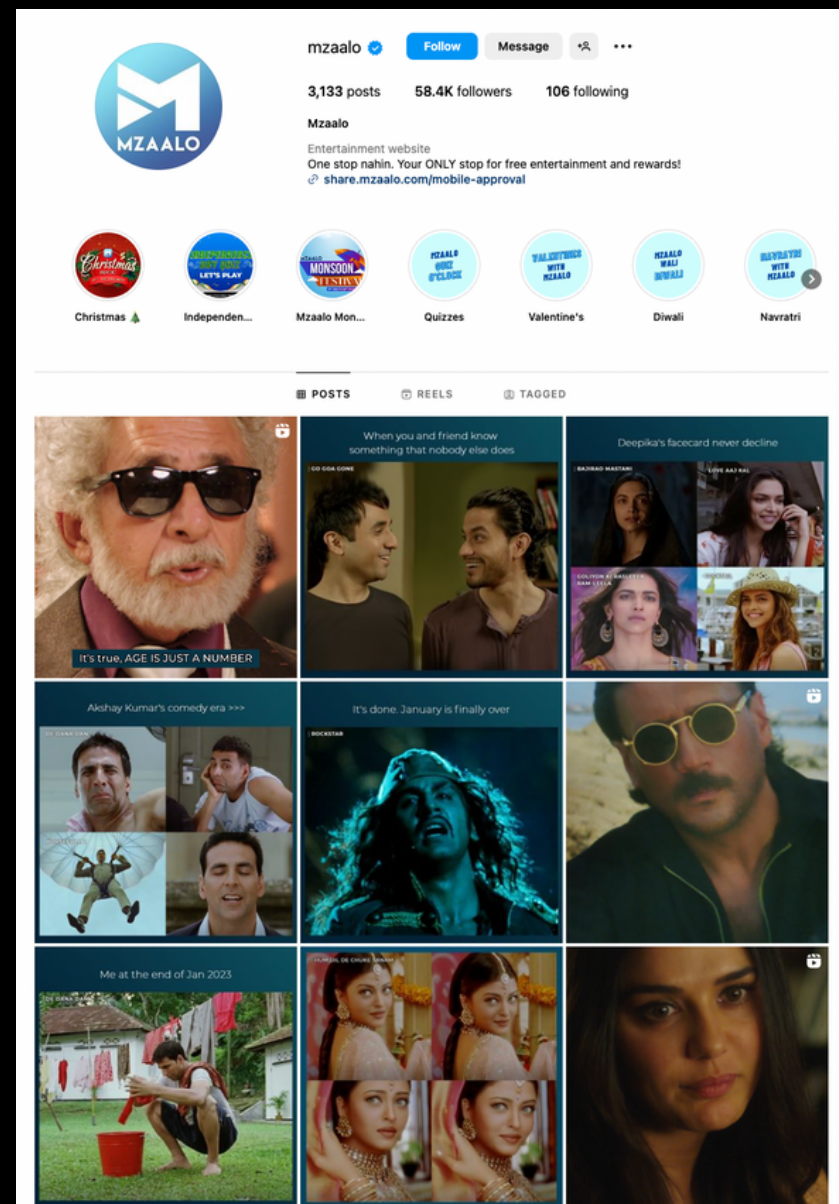
Domain: **Social Media Marketing**

My tenure at Eros International was focused on social media marketing for Eros International's AVOD OTT Platform called



As a social media marketer, I focused on Social Media Management, Monthly Reports and Content Calendar Management

SOCIAL MEDIA MANAGEMENT



I ideated and strategized content for Mzaalo for its Instagram and Facebook pages along with creating and managing monthly content calendars and making monthly data reports.



Industries: **Flooring,
Electricals, Bakery**

Domain: **Social Media
Marketing**

My tenure at Digitalise was focused on social media marketing for...



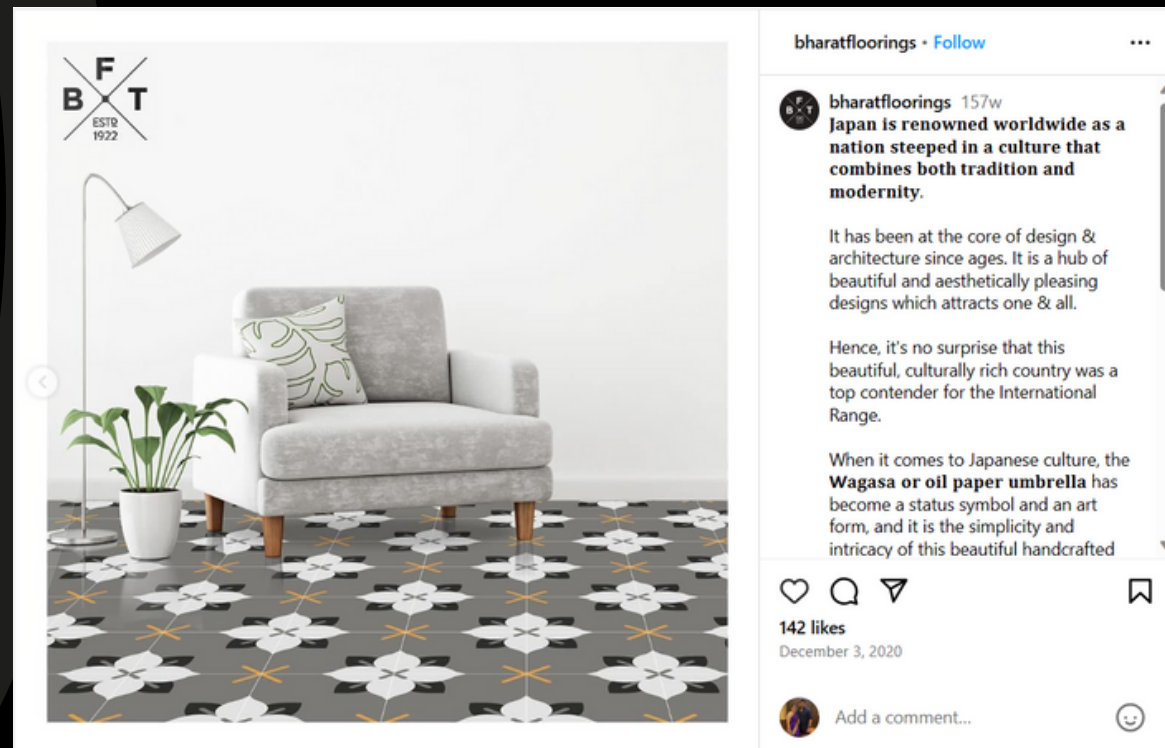
Bharat
Floorings & Tiles



Happiness
Deli

As a social media marketer, I focused on social media management, weekly & monthly reports and content calendar management

SOCIAL MEDIA MANAGEMENT



I posted content regularly on the Facebook, Instagram and Twitter Pages of Bharat Floorings & Tiles, Happiness Deli, and Great White Electricals while also creating a content calendar for them.

AMISH TRIPATHI

Industries: **Art & Culture,
Publishing**

Domain: **Social Media Marketing,
Public Relations and Event
Management**



I worked with author Amish Tripathi as his Executive Assistant from 2017 to 2019 where I was in-charge of

AGENCY COORDINATION

Coordinating with social media agency for content to be posted on Amish's social media platforms

PUBLIC RELATIONS

Handling PR activities with various news agencies, bookstores, and so on

EVENT MANAGEMENT

Handling book launches, cover launches and trailer launches

EDITING

Editorial work wherein I proof-read and edited his print interviews, manuscripts, and so on

SMM, PR, EVENT MANAGEMENT, AND EDITING



My daily work with Amish included Social Media Coordination, Monthly Sales Reports, Editorial Work and PR Activities. I was working closely with Amish during the cover launch and book launch of his book 'Raavan: Enemy of Aryavarta' and was also a part of the team that proof-read his book 'Legend of Suheldev: The King Who Saved India'

SocialKonnekt

© Digital & Media Services

Industries: **Skin Care, Oral Care**

Domain: **Social Media Marketing**

I worked as a Management Trainee - Creative Cell at Social Konnekt (Dombivli) assigned to the brand

VICCO[®]

— TRUSTED AYURVEDA —

SINCE 1952

As a management trainee, I focused on Social Media Management, Monthly Reports, Content Calendar Management and Campaign Management

SOCIAL MEDIA MANAGEMENT



As a Management Trainee in the Creative Cell, I was responsible for creating content for the brand Vicco. In coalition with my team, I ideated the #GoBlue campaign for 2017 Champions Trophy and for Father's Day.

FIN.

www.anikandprerna.marketing

