Mahi Kalra Influencer Marketing Executive

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Summary

Performance-driven Influencer Marketing Executive with hands-on experience in managing creator campaigns, talent relations, and end-to-end outreach across the beauty and lifestyle niches. Expert at acting as a strong bridge between client brands and digital creators to close high-performing deliverables. From sourcing the right creators to locking in 3-second video hooks and tracking campaign reach, I bring a proven track record of working with top client brands and closing successful campaigns under tight timelines.

Skills

Creator Sourcing, Creator Outreach, Relationship Management, Negotiation, Barter Campaigns, Trend Spotting, Scripting, Instagram Audits, Competitor Analysis, Content Strategy, Timeline Management, Execution & Operations, ROI Optimization

Education

Master's in Digital Marketing
Delhi Institute of Digital Marketing (DIDM)
06/2024 – 10/2024 | Delhi, India

Bachelor of Commerce (Honours)
University of Delhi
06/2023 – 06/2026 | Delhi, India

Higher Secondary
Step By Step Public School
01/2022 – 01/2023 | Alwar, Rajasthan

Languages

English ●●●●○
Hindi ●●●●●

Professional Experience

Shryoan Cosmetics - Beauty & Makeup Essentials Brand
Influencer Marketing Executive - Project Based
11/2025 – 04/2026 | Kohat, Delhi

- **Scale Barter Campaigns:** Managed daily creator outreach and executed heavy barter systems, successfully pushing and getting 150+ creator videos live on time.
- **Organic Reach Boost:** Handled influencer seeding strategies that increased the brand's Instagram presence and boosted organic reach by 30% to 40%.
- **Profile Audits & ROI Tracking:** Audited 50+ creator profiles and Instagram pages monthly, tracking engagement metrics to optimize campaign ROI.
- **Competitor Tracking:** Monitored 7+ competitor beauty brands weekly, designing visual assets and daily sheets to track their top-performing creator strategies.

Sociopool India Pvt. Ltd. - Influencer Marketing Agency
Influencer Marketing Executive
11/2024 – 10/2025 | Pitampura, Delhi

- **Big Brand Campaigns:** Led end-to-end campaign logistics and daily coordination for 10+ client brands (Mamaearth, Renée India, HK Vitals, and Pilgrim), managing deliverables simultaneously.
- **Top Creator Collaborations:** Successfully closed and delivered high-budget campaigns by onboarding 40+ top-tier influencers (Saqib Saifi, Kanika Sharma, Nikhil Rawat, and Vaishnavi Marwadi), hitting 100% of brand goals.
- **Creator Relations & Daily Operations:** Managed day-to-day messaging, deal negotiations, and onboarding for a network of 100+ digital creators, maintaining long-term partnerships.
- **Script Coordination & Hooks:** Acted as a bridge between the brand, writers, and creators to refine video concepts and lock catchy 3-second content hooks.
- **Deliverables Loop:** Chased creators daily for drafts and reduced feedback turnaround time by managing the approval loop between brand teams for 20+ active assets weekly.

Vilasita Realty
Social Media & Influencer Marketing Intern
06/2024 – 10/2024 | Delhi, India

- Executed daily ideation, creation, and publishing of 30+ real estate Instagram Reels monthly to scale organic reach and platform engagement.
- Assisted in sourcing 50+ potential niche creators, logging daily campaign data, and building weekly content calendars alongside brand-aligned visuals.