

TIBET THUKRAL

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SUMMARY

Digital marketing professional with 6+ years of experience driving content strategy, partnerships and performance-focused campaigns. Backed by a Master's in E-Commerce, I specialize in building data-driven programs that boost ROI, grow brand visibility and connect with target audiences across social and digital platforms. Proven success in leading affiliate, influencer and content initiatives while operating independently in fast-paced, remote environments.

EXPERIENCE

FRESHBOOKS

Sept 2025 - Present

Digital & Partnerships Marketing Specialist (Full-time, Hybrid)

- Drive growth across affiliate and creator channels by optimizing partnerships, testing incentive models and scaling high-performing campaigns.
- Collaborate cross-functionally with brand, paid and content teams to strengthen acquisition through data-driven partnership strategies.
- Analyze campaign performance (CPT, ROI, conversion rates) to identify growth opportunities and improve trial-to-upgrade efficiency.
- Support influencer marketing initiatives, coordinating deliverables and performance tracking across campaigns.

INFINITE COMMERCE

March 2022 – Jan 2025

Sr. Influencer Marketing Lead (Full-time, Remote)

- Led end-to-end campaign strategy and execution across Instagram, YouTube and TikTok for 10+ e-commerce brands, including video-based product launches and influencer integrations, increasing campaign engagement by over 480%
- Built and scaled a creator network of 2500+ influencers across the US & EU, enhancing product visibility through innovative gifting and affiliate strategies
- Partnered with paid media and Amazon teams to coordinate promotions around key retail events (Prime Day, Black Friday), contributing to 6M+ reach and 20% revenue lift
- Utilized advanced influencer marketing platforms like Upfluence, GRIN to oversee campaigns, compile analytics and track sector trends
- Managed client communications, reporting and post-campaign analysis, delivering detailed ROI dashboards using affiliate tracking links and platform analytics

SCATTER CONTENT

Feb 2020 – Feb 2022

Sr. Executive - Strategic Alliances (Full-time, Remote)

- Developed and managed digital marketing plans for clients including Cisco, Kaspersky and Amazon.
- Delivered measurable impact: improved client ROI by 30% across campaigns using a blend of organic + paid influencer strategies and performance media.
- Executed influencer + content seeding campaigns integrated with paid social on Meta
- Cultivated new media partnerships, increasing network size by 45% and enabling long-term content collaborations

STYLABS TECHNOLOGIES (Collabb)

June 2019 – Jan 2020

Jr. Community Manager (Full-time, On-site)

- Identified and on boarded over 500 content creators on our platform Collabb, contributing to platform diversity
- Executed campaigns with brands like Levi's, FitUp Life, Vero Moda, increasing sales by 40% through strategic influencer engagements
- Worked with tech teams to enhance UX and app functionality based on creator feedback

BLOWFISH DIGITAL

July 2018 – June 2019

Digital Marketing Executive (Full-time, On-site)

- Managed comprehensive marketing campaigns for clients in F&B and Health & Fitness sectors
- Created and distributed engaging content across various social media channels
- Implemented strategic communication plans to manage online reputation and improve customer satisfaction
- Analyzed audience data to develop targeted strategies, boosting engagement and revenue growth

EDUCATION

YORK UNIVERSITY

May 2025

Post-Graduate Certificate in Public Relations

YORK UNIVERSITY

May 2024

Post-Graduate Certificate in Digital & Content Marketing

UNIVERSITY OF MUMBAI

April 2021

Master of Commerce in E-Commerce

INDIAN INSTITUTE OF DIGITAL EDUCATION (IIDE)

March 2019

Certified Digital Marketing

CERTIFICATES

- Google Ads Display
- Google Ads Video
- Google Ads Fundamentals
- Hootsuite Social Media Marketing
- Google Analytics
- Google Digital Sales
- Hubspot Email Marketing