

Angela Bagga

ACCOUNT MANAGER

9930698705

angela.bagga.29@gmail.com

Angela Bagga

Account Manager with 10 years of experience in B2B and B2C marketing, specializing in B2B brand and communication strategy. Proven expertise across social media, employer branding, and influencer marketing for global brands including Walmart Global Tech, LTTS, Tech Mahindra, Bosch Global Software Tech (BGSW), ZEISS, Premji Invest, Amazon Prime Video, and Amazon Prime Music. Recognized with 10 industry awards for campaign excellence with Amazon Prime Video and Nickelodeon.

EXPERIENCE

Marketing Consultant

Zensciences Business Solutions (Bangalore)

June 2023 – July 2025

Walmart Global Tech

- Drove website awareness and as a destination for latest in tech and culture through content updates and backlinking resulting in 3.4x growth in average page views and average unique visitors monthly in FY24
- Drove a 21.8% rise in website traffic for the AI @ Walmart campaign, delivering the highest page views since launch (April '25) vs. the previous year's event
- Developed and executed a content and SEO strategy for FY25–FY26 to enhance brand visibility, increase engagement with prospective talent, with new blogs delivering 35%+ YoY growth in views

Tech Mahindra

- Delivered 25+ marketing projects in 6 months, including RFP decks, go-to-market strategies, event and campaign collaterals, thought leadership content, and client visit materials, generating ₹30L in revenue
- Developed go-to-market strategy and campaign collaterals for the Tech Mahindra–Veeva alliance, including booth branding, flyers, brochures, microsite, social media, case studies, and videos for the Veeva US Commercial Summit 2025

Associate Group Account Manager

Social Panga (Bangalore)

June 2022 – May 2023

Bosch Global Software Technologies (BGSW)

- Led social media for BGSW, achieving 2x organic growth on Instagram (Aug '22–May '23) through event-led storytelling and sustained audience engagement
- Delivered branding and creative support for key internal initiatives, including People First, Talent Hub, People Policy, Fresher Onboarding, and Enrico Partner Day, through impactful collaterals and event coverage

Senior Account Manager

Aer Media (Mumbai)

June 2021 – April 2022

Garnier India

- Led influencer marketing for Garnier India's portfolio, including Skin Naturals, Color Naturals, Hair Food, Garnier Men, and the Green Beauty Initiative.
- Executed launches for Garnier's skin and hair categories, including Ampoule Sheet Masks, Eco Pads, and Hair Food – driving advocacy through 300+ influencers, 500+ content pieces, and 80M+ reach.
- Collaborated with 160+ influencers (tribe, paid, and barter) to relaunch the Bright Complete Serum, achieving a 2.4% engagement rate (vs. 1–2% benchmark), a 1.7x rise in online and 2.4x in offline sales, a 6% market share increase, and the #1 bestseller spot on Amazon

Account Supervisor

 Socheers (Mumbai)

 January 2019 – June 2021

Amazon Prime Music

- Increased followers year-on-year by 75% on Instagram, 51% on Twitter, and 14% on Facebook through content partnerships, digital campaigns, and refreshed brand tonality and visuals
- Partnered with leading Indian music labels including T-Series, Saregama South, and Sony Music South for content collaborations such as Mixtape Punjabi, Carvaan Lounge (Hindi & Tamil), and Hyderabad Gig (Telugu)
- Executed programming campaigns for Diwali, Best of the Year 2019 & 2020, Best of the Decade, and the My Mixtape series during Prime Day

Amazon Prime Video

- Delivered six campaigns for Amazon Prime Video, including international titles The Marvelous Mrs. Maisel S3 and The Boys S2

Four More Shots Please Season 2 - 2020

- Drove follower growth for Four More Shots Please S2 to 118K on Instagram, 64K on Facebook, and 3.2K on Twitter, making it the fastest-growing Indian Original handle
- Collaborated with Kareena Kapoor and three other celebrities, reaching 20.7M users and generating 1.4M engagements for the season launch

Nickelodeon (Nick India, Nick Jr, Sonic Gang and Nick HD+)

- Grew social following organically by 26% on Twitter, 47% on Instagram, and 126% on YouTube through 30+ campaigns, including Kids' Choice Awards 2019 and 2020
- Recognized for digital excellence, receiving awards such as Best Use of Online Video Channel (BTVI), Best Viral Marketing Campaign (Asia Innovation Congress), and Best Viral Marketing Campaign for the April Fools' Video with 15M organic views (CMO Asia Awards)

Assistant Manager

 IdeateLabs (Mumbai)

 June 2018 – December 2018

Hiranandani Communities

- Drove follower growth in 6 months (Jun–Dec 2018) with 26% on LinkedIn, 68% on Instagram, 4% on X, and 38% on Facebook through 9 micro-campaigns that strengthened brand awareness and engagement
- Ranked No. 1 on LinkedIn leaderboard among key competitors including The Wadhwa Group, Godrej Properties, Lodha Group, and Tata Housing

Brand Manager

 Red Phoenix (Mumbai)

 June 2018 – December 2018

Machaa

- Managing content strategy for Machaa (A Times Internet company) resulting in 3x new engagement through articles on Medium
- Copy and content for in house mailers for Harsh Mariwala (founder) of Marico

EDUCATION

- Don Bosco Institute of Technology - Bachelors in Mass Media (2012 - 2015)
- Mithibai College - Higher Secondary - Arts (2010 - 2012)
- Rajhans Vidyalaya - High School (2000 - 2010)