

Tina Tengra

Senior Manager, Business & Content Marketing - MyMuse

A brand and content marketing strategist with a passion for pop culture and 7 years of experience across a range of industries, from Sports to Entertainment & Beauty. My work blends creativity, strategy, and business insight to develop impactful campaigns that resonate with audiences, all while fostering the spirit of collaboration.



tengratina@gmail.com

+91 9920073905

www.tinatengra.com

in.linkedin.com/in/tinatengra

WORK EXPERIENCE

Senior Manager, Business & Content Strategy MyMuse

02/2023 - Present

Responsibilities

- Grow sales & volume on Nykaa & 1MG marketplaces through business planning and content marketing.
- Build concrete content strategy & brand voice across 5+ platforms.
- Develop content for landing pages leading to growth in completion rate and conversion rate.

Associate Manager, Web Content Marketing Nykaa Beauty E-Commerce

04/2020 - 01/2023

Responsibilities

- Lead a team of 5 to plan and execute commercial, editorial, topical and category driven campaigns for Nykaa.com, Retail and Global.
- Build and develop new content IPs for Beauty E-Com business.
- Brand tone & voice for in-app navigation and new feature releases.

Account Manager Indigo Consulting - YouTube's Agency Partner

06/2019 - 03/2020

Responsibilities

- Digital Marketing and Social Media for YouTube India, Creators India, YouTube Originals and YouTube Music.
- Campaign planning for YouTube's #StayHomeWithMe - Quarantine campaign and on ground marketing at YouTube creator events.

Senior Account Executive (prev. Jr. Executive) FoxyMoron

02/2017 - 05/2019

Responsibilities

- Lead a team of 3 to create effective digital strategies and execute campaign plans for sports and entertainment brands including on-ground photo & video production.

Digital Project Internship Disney Interactive Studios

07/2016 - 10/2016

Responsibilities

- Analyse the Indian gaming market and create content for Disney Indiagames' social media + app stores alongside an agency partner.

CERTIFICATES

1. Marketing Management & International Marketing

King's College, London

2. Strategy Of Content Marketing

University Of California, Davis

3. Fundamentals Of Digital Marketing

Google

4. Video Marketing

IIDE - Indian Institute Of Digital Education

SKILLS

Digital Marketing

Campaign Planning

Efficiency Expert

Team Management

Content Writing

E-commerce

Visual Theme Planning

Video Production Management

Sports Marketing

Communication

Data Analysis

EDUCATION

Master's Degree - M.A. Entertainment, Media & Advertising

K.C. College, Mumbai University

Bachelor's Degree - Mass Media (Specialisation in Advertising)

H.R. College, Mumbai University

HONOUR AWARDS

Certificate of Excellence, Nykaa

Issued By: Nykaa Beauty E-Commerce

Gold - Best Marketing Campaign

For: What Women Want - Ishq FM; Issued By: Excellence In Radio Awards

Silver: Best Social Media Brand, Travel

For: GoAir; Issued By: SAMMIE 2018

Outstanding Debut Employee

For: Quarter 2, 2019; Issued By: Indigo Consulting

Excellence In Academics

For: 9.45/10 GPA; Issued By: Mumbai University

PROJECTS

Nykaa + Netflix: Beauty In Her Story

Nykaa: Pink Sales

YouTube: Stay Home With Me

JioSaavn: No Filter Neha

IPL (RPSG): Road To Finals

GoAir: AirWali Diwali

MX Player: AAFAT

Netflix: What Are You Watching?

BRANDS I'VE WORKED WITH

MyMuse

Nykaa & Nykaa Man

YouTube

Netflix

Disney

GoAir

Ishq FM

Rising Pune Supergiant

MX Player

Aditya Birla Capital

Brylcreem