

I am a marketing professional with 8+ years of experience in Advertising and Events. My on-the-job experience has helped me hone my skill sets of communication, content writing and campaign creation.

WORK EXPERIENCE

9/2019- 6/2020 – **Marketing Manager**
Bar Code India

- Devising communication plans for various marketing campaigns and product lines using a diverse mix of engagement vehicles
- Powering the brand's visibility by developing a wide range of marketing collaterals like emailers, case studies, datasheets, brochures, flyers, and other external marketing material
- Cost negotiation and closing with vendors
- Running email activation campaigns to drive quality leads
- Website management
- Managing events marketing for the company
- Social media marketing and analysis

3/2019- 9/2020- **Social Media Manager**
Brand Bazooka

- Creating brand campaign communication, strategy and execution plans for client.
- Creating campaign roadmaps for smooth execution of campaigns.
- Recognizing various touch points for brand awareness and devising plan to leverage on same.
- Overlooking website content creation and development.
- Creating emailer campaigns for clients for lead generation and remarketing.
- Overlooking SEO strategy and providing content for improving the website ranking.
- Creating relevant Phygital activations for campaigns and managing vendors/partners for these BTL events.
- Handling end-to-end influencer marketing for brands.
- Creating vendor pool and managing the resources
- Writing/Reviewing SEM campaigns (Display and Search Ads)
- Online Reputation Management.
- Handling performance campaign.
- Video script writing.
- Cost negotiation and closing
- Creative direction to the team.

INTERNSHIPS

MIS For Escort Tractors,
Chandigarh

4/2010 – 6/2010

SKILLS

Tools

MS Office

COMPETENCIES

- Client Management
- Project Management
- Digital Campaign Management
- Communication Strategy
- Event Management

9/2018 - 3/2019- Sr. Conceptualizer

CRI Events

- Conceptualizing the entire event and providing complete solution based on the creative brief received from client servicing.
- Creating content/communication for the events.
- Suggesting innovative engagement ideas for brand activations and promotions.
- Suggest social media engagement for digital amplification of the brands
- Work with Design Team and guide them on the visual representation of the concepts.
- Work in tandem with the Operations/celebrity management team for new entertainment options.
- Creating content pool of ideas for event engagement and entertainment.
- Worked on brand briefs like- Abbott, Hill Cart, Alpha Corp, Deloitte, Wuerth India, Times Group, Vodafone etc.

1/2015 – 2/2018 - Senior Client Partner

Dvio Digital Pvt. Ltd (aka Xebec E-media.com), Pune

- Handling and optimizing Digital and Social media campaign for Clients
- Pitching clients new campaign ideas to increase their engagement with the brand.
- Working on Clients brief and ensuring the work is delivered on time.
- Working on digital campaigns and strategy for clients.
- Initiating collaboration and BTL activation for client.
- Up-selling the current services and Technologies
- Cost negotiation and closing
- Creative direction to the team.
- Creating vendor pool and managing the resources
- Writing/Reviewing SEM campaigns (Display and Search Ads)
- Online Reputation Management.
- Coordinating Print campaigns
- Content planning and execution. Managing social media presence of the client.
- Handling clients like- Cox & Kings, CCE-UPES, GAIA Good Health, Symbiosis Summer School, Urbounce Gym, Deccan Odyssey, Skinella
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5/2014 – 1/2015 - Client Servicing and BD Manager

Wings Event, Pune

- Conceptualizing and creating events for the client.
- Vendor Coordination and Negotiations
- Celebrity Management
- Pitching to new clients
- Worked with Brands like Bridgestone on 'Road Safety Initiative', Telly on Team building and Employee training programs.

3/2012 – 5/2013 - Client Servicing and BD Manager

Seventy Seven Events, Mumbai

- Conceptualizing and creating events for the client.
- Vendor Coordination and Negotiations
- Celebrity Management
- Worked with Brands like Skoda on 'Don't Drink and Drive', BNP on HNI meets, Transocean on employee engagement event, Marico and JP Morgan on corporate events.

2/2011 – 3/2012 - **Management Trainee**

Asit C. Mehta, Mumbai

- Event/ promotion/ BTL activities. Helped planning and executing promotions to
- create awareness of the brand among target audience. Organizing IAP (Investor Awareness Programme) and ICP (Investor Connect Program) in association with CDSL.
- Initiating stock clinic program in association with Bank of India.
- Managed the team of interns to conduct a market survey, too study the investment patterns of the society.

Education

2009 – 2011 - **Post Graduate Diploma in Management (Marketing)**

Balaji Institute of Human Resource Management, Pune

2006 – 2009 - **Bachelor in Commerce**

Symbiosis College, Pune

