



# CHANDNI

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## SKILLS

- Superior communication and writing skills
- Blogger:  
[www.justrightto.blogspot.com](http://www.justrightto.blogspot.com)
- Creative and focused
- Self-Learning Ability
- Extremely organized
- Strong verbal communication
- Team leadership
- Interpersonal and written communication
- Achieved Certificate from Google for completing “The Fundamentals of Digital Marketing”

## EDUCATION

### NIBM

**MBA:** Brand & Advertising Management

International Institute Of Mass Media

**Post-Graduation Diploma:**  
Advertising, Marketing and Public Relations

**Apeejay College of Fine Arts**

### Graduation:

Bachelor of Computer Applications

## PROFESSIONAL SUMMARY

Skilled with an experience of more than 12 years in Advertising & Marketing industry. Bring real life experience leading multi-disciplinary teams while delivering actionable solutions in the form of marketing reports, overall campaign effectiveness, customer analytics, segmentation, and insights. I'm fiercely competitive in my approach and I can handle complex situations from both a strategic and a tactical perspective. An effective team member with full understanding of the underwriting process and team needs with excellent management skills including negotiating, client relationship, resolving disputes, and critical thinking.

## WORK HISTORY

*National Industrial Corridor Development Corporation Limited (under Ministry of Commerce) - Assistant Manager, Marketing  
Delhi | 06/2022 - till date*

*MyGoldKart By Kundan Group - Assistant Manager, Marketing  
Delhi | 06/2021 - 05/2022*

*ABM Communication - Group Head  
Gurugram | 12/2019 - 02/2021*

*BEI Confluence Communication Ltd. - Group Account Manager  
New Delhi | 05/2018-12/2019*

*Crayons Advertising- Senior Client Servicing Executive  
New Delhi | 01/2016 - 05/2018*

*Hammer Communication- Client Servicing  
New Delhi | 10/2013 - 01/2016*

*Triverse Advertising Pvt Ltd.- Client Servicing Executive  
Gurugram | 08/2011 - 10/2013*

## ACCOMPLISHMENTS

- Managed to release many top-notch projects/campaigns single handedly.
- Have won Prizes for writing skills.
- Have won Merit Awards in various cultural functions during schooling and graduation
- Supervised and successfully lead teams of 7-10 members.
- Effectively executed new marketing outlines based on market research data collected to reflect consumer interest on both tactical and strategic levels.

## **EXPERIENCE IN ATL**

- Completed the Digital film for MyGoldKart
- Have done 3 TVCs for Kajaria (2 with Akshay Kumar and 1 with Anushka Sharma)
- Have done 1 TVC for Vardhman Knitting Yarns (with Shweta Tiwari)
- -Have done 1 TVC for Radico Khaitan Ltd. (with Tiger Shroff)
- All the Mainline work for all the brands

## **EXPERIENCE IN BTL**

- Have developed social media posts, pamphlets, Outdoor advertisements: Billboards, fliers, banners, sandwich boards
- Sponsorship: Events, competitions for Kajaria
- Have developed In-store promotion: Visual merchandising, retailer pop-ups, sampling, sales promotions for almost all the brands

## **EXPERIENCE IN DIGITAL**

- Manage company's online presence in order to engage with prospects and existing customers
- Identify trends and insights
- Allocate marketing investments
- Plan and direct marketing campaigns
- Manage an organization's website and maintain it, keeping best practices in mind
- Getting content optimized for the website and social media platforms
- Work with various content formats such as blogs, videos, audio podcasts, etc.
- Track the website traffic flow
- Implement and analyze performance metrics with the agency

## BRANDS HANDLED

- MyGoldKart
- Muthoot Finance
- Organic Harvest (skin care brand)
- Kajaria Tiles
- Vardhaman Knitting Yarn
- Radico Khaitan
- Sobha Developers
- Nestle India/ Nestle Professional (Vending Solutions)
- American Express
- Unique Shiksha (IAS coaching)... and many more.

