


CHANDNI

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 A1405, Supertech Ecociti,
Sector 137, Noida, UP 201305

SKILLS

- Superior communication and writing skills
- Blogger:
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

- National Industrial Corridor Development Corporation Limited
- 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.

