



Ishita Bansal

Account Manager

About Me

Over 4 years experienced Client Servicing and Digital Marketing Professional with a track record of building relationships with clients. Conceptualizing and implementing effective strategies to drive brand visibility and growth. Highly skilled in executing content strategy and online marketing campaigns

Contact

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Skills

- Social Media Marketing
- Client Servicing

Professional Synopsis

Key Account Manager

THE ALPHA AGENCY | April'22-Present

- Planning, Strategizing and executing social media campaign calendar
- Increased the reach of my client by 1x times
- Handling multiple projects at a time with smooth execution
- Creative copy writing and content writing

Social Media Manager

TECHLEAGUES | January'21-April'22

- Managed multiple social media accounts and created campaign calendars for social media
- Work within a creative team to create content for the brands website and help develop effective strategies for accounts that we handle.
- Monitoring social media channels and developing marketing strategies to achieve short and long term goals for the brands

Business Development

TATA CAPITAL | Nov'19-Nov'20

- Managed UHNI clients with a portfolio worth 200million and increased it by 20% over time.
- Understanding the client's requirement and suggesting customized solutions
- Restructuring client portfolio and identifying opportunities for upsell
- Develop partnership and close working relationship internally and with various AMC

Education

- **Kj Somaiya Institute of Management and Studies Research**
University of Mumbai - 8 / 10
- **HR College of Commerce and Economics**
University of Mumbai - 70.05%
- **M.G.D Girls' School**
CBSE Board - 91.6%

Certificate

- Fundamentals of Digital Marketing
- NISM , AMFI

Business Development

ICICI SECURITIES | July'18-October'19

- Increased portfolio of Key Clients from worth 150 million to 200 million
- Analyzing HNI client's portfolio and advising them on the investment

Internships

MONEY MINT MANTRAS - Marketing

- Social media marketing and offline marketing.
- Content development and conceptualization of their website.

CAMPK12 - Sales and Marketing

- Lead a team of 6 with the objective increasing the visibility of the company and
- Made short ad scripts and Increased its reach on Youtube platform

WOOPLR - Ecommerce Sales

- Created an online store and achieved 2x of my sales target.
- Content development and conceptualization of their website.

VIBER- Social Media Marketing

- Increase user base by marketing the brand on all social media platform
- Made jingles in which its Features and Benefits were highlighted
- Promoted it outside colleges by approaching groups and explaining its features.