

PROFESSIONAL SYNOPSIS

Madison World

Oct 2018 – till date

Designation: Account Manager (**Godrej Consumer Products Limited**)

Roles and Responsibilities:

- Working on the Personal Repellent category and handling brands like **Goodknight Fabric Roll On, Goodknight Cool Gel** and **Goodknight Patches**
- Handling traditional media, activations and film tie-ups across brands

GroupM Media Pvt. Ltd. – Mindshare Fulcrum

Dec 2014 – Sep 2018

Designation: Director – Media Planning (**Hindustan Unilever Limited**)

Roles and Responsibilities:

- Working on categories like **Home Care** and **Laundry** on brands like **Vim, Domex, Cif, Active Wheel, Kan Khajura Tesan** and **Krispy**
- Launched Active Wheel 2in1 by suggesting and implementing media opportunities and made recommendations
- Ideated and implemented activations and film tie-ups across brands
- Planning, executing and supervising plans across markets and monitoring a deep dive of the post execution results
- Tracking competition, study & reporting on weekly & monthly intervals
- Synchronizing with various media personnel and advertising agency

OMD India

Jan 2014 – Dec 2014

Designation: Management Trainee – Media Planning

Roles and Responsibilities:

- Designing media plans on traditional mediums of TV, print and radio along with OOH for **Nissan, Datsun, Hyatt, Bosch-Siemens, Mango, Hilton Worldwide** and **Hindustan Pencils**
- Formulate effective approach to client briefs & building comprehensive media plans with focus on campaign objectives
- Scanning & evaluating innovative opportunities for advertising & branding mediums, share recommendations & manage execution of recommended ideas
- Measuring executed campaigns, its impact in detail & achievement of set objectives
- Study of competitive media strategy, sharing insights & updates with client & senior management on recent trends & findings along with weekly reports
- Analyzing and interpreting data using specialist industry resources like TAM Media Xpress, MAP, IRS, RAM

Designation: Jr. Infrastructure Management Associate**Roles and Responsibilities:**

- Worked as a in L1 support for all technical related issues
- Handling customer escalations & liaising with the resolver teams, Vendors, Customer IT SPOC and Senior Management as per the scenario for the Changes in Contract
- Restore a normal service operation as quickly as possible to minimize the impact on business operation
- Preparing MIS, Daily Statistics Report, Dashboard & analyzing data with trends and improving SLA
- Maintaining & measuring the performance of processes in terms of efficiency and effectiveness

ACADEMIC CREDENTIALS

- PGDM-Marketing from Chetana's Institute of Management & Research with First Class **(2012-2014)**
- BSc. Computer Science from Kirti M. Doongursee College with First Class (agg.) **(2007-2010)**

ACHIEVEMENTS

- Shortlisted in top 10 entries across India for Young Spikes 2015
- Brand activation at Ganga Dusshera won Bronze at Abbys 2016
- Appreciation award and certificate for excellent performance for two consecutive quarters in 2011 – Tech Mahindra
- Achievements in Photography - Won competitions and exhibited photographs

CERTIFICATIONS

- Basic Certificate Course of Spanish Language

EXTRA CURRICULAR

- Photography
- Part of Entrepreneur Cell Committee at Chetana's Institute of Management & Research
- Represented Tech Mahindra, OMD and GroupM in Cricket
- Represented School and College in Lawn Tennis
- Core Committee member of "Horizon", an IT Fest at Kirti M. Doongursee College

PERSONAL DETAILS

Date of Birth : 27th May, 1990
Languages Known : English, Hindi, Marathi and Spanish
Address : 1203, Hiranya CHS, D.L. Vaidya Road, Next to Dhanwantari Hospital, Dadar West, Mumbai 400028