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Personal Profile:

A multi-skilled professional with 13+ yrs of experience and a superb track record of managing complex functional projects in various environments. Able to manage deadlines and willing to take full responsibility for the delivering of project objectives. I am an easy going individual who enjoys challenging and diverse roles and is confident working with new, out of the box ideas, set ideas for any project.

I have translated 2 articles from English to Marathi which were published in the Uttam Anuvaad Diwali Edition. Since last year, I have been working on Marathi, Hindi and Gujarati to English and vice versa. I easily translate up to 3000 words to English. I have done technical translations, legal translations and subtitling as of yet.

Areas of Expertise:

Social Media Management

Content writing

Web Content writing

Social Media Translation

Secondary research

Competitive analysis

Client Servicing

Project Creation (Operations)

Project Management (Operations)

Work Experience:

Digital Media Consultant, Arklane India Pvt. Ltd. August 2022-October 2022

Worked on setting up and getting the Social Media Accounts for the Interior Designs company. They had zero presence online, I worked extensively on getting their website up online. I created company related hashtags which would help them create further influence for Social Media Management. I was in charge of web content writing for the website and content writing/copywriting for their brochures/catalog as well as flyers to be sent out to prospective clients. The social media management was B2C as well as B2B and the brochure (created in the form of PPT) was exclusively B2B. I was also working on writing testimonials and reviews to be added on their website later.

Sr. Strategist, Trizone Entertainment Private Ltd. July 2021-September 2021

Worked on creating competitive and Gap analysis for their existing clients which were different fields like tourism, fast food industry, retail etc. I was responsible for studying market trends for the brands, keeping a track on the current social media trends and applying whatever changes that needed to be done for betterment of services provided to their clients. I helped out in writing reviews for the clients online. I also created Powerpoint presentations in a better and updated format for the teams. Looking at numbers to find out figures which could help format a marketing strategy or finding insights was also what I did during my tenure in that company.

Freelance Media Consultant, Tam Media Research Pvt Ltd Dec 2009-March 2021

Responsible for creation of projects from ideas, running operations for different projects and managing different teams in their projects. At the same time doing quality control for different projects and helping other teams in different areas. One of my biggest projects was with ASCI (Advertising Standards Council of India)

Duties:

- Heading projects in my area of expertise.
- Brainstorming and exchanging ideas for creation of new projects.
- Creating feasible projects out of given ideas or data by management or clients.
- Managing team members of different projects and delegating tasks according to their capacity
- Providing strategic direction during the implementation stages of the project.
- Creating pilot projects for new project ideas.
- Helping in creation of software for the said projects.
- Working with different teams in their areas of difficulty.
- Working to help streamline software for different projects.
- In charge of quality check/control for multiple projects in operations.
- Creation of guidelines for quality control for different projects.
- Managing client expectations and working on their feedback.
- Recruitment and training of personnel for projects.

Sr. Research Consultant, Tam Media Research Pvt Ltd June 2007-Oct 2009

Responsible for creation of projects from ideas, running day to day operations for different projects. In charge of quality control for different projects. Responsible for Client Servicing for International clients. At the same time leading, supervising and motivating teams of employees. One of the earliest projects created by me was NCT (News Content Track) which helped streamline the broadcast media in the 2010s.

Duties:

- Brainstorming and exchanging ideas for creation of new projects.
- Creating feasible projects out of given ideas or data by management or clients.
- Creating a team and delegating responsibilities according to their strengths.
- Training the team to give the best output needed
- Client servicing for international clients and helping out in their queries
- Testing of new software for usage in the company.
- Running day to day operations for more than one project at a time.
- Creating projects and running operations for other departments.
- Creating a new team for quality control of a new project.
- Creating software for new projects.
- Managing client expectations and working on their feedback.
- Leading the Quality Control team of the project.
- Recruiting and creating the Quality control team.
- In charge of managing interviews for creation of a new team.
- Helping in software testing for new projects.
- Brainstorming for improving the operations of more than one project.

Professional attributes:

- Team leader capable of helping people perform as a unit
- Motivating people to perform their best.
- Excellent proficiency in English language.
- Ability to get on with people of all levels.
- Superb communication skills and able to articulate technical jargon to non technical people.
- Ability to continuously meet targets and surpass expectations.
- Articulate and well presented.
- Have the necessary drive and enthusiasm needed to get things done.

Academic qualifications:

PGDCM (Advertising) from Symbiosis Institute of Media and Communication, 2007

B.A. Economics from Maharaja Sayajirao University, 2005

Personal attributes:

- Avid book reader.
- Love learning new languages.
- Have translated articles published in more than 1 book/magazine.
- Have presented book reviews at a local book lovers club.
- Have traveled extensively to more than 15 countries around the world.
- Love learning about the cultures, cuisines and lifestyles of all the countries I have traveled to.

Computer Skills:

Microsoft Word, Excel, Power point, Google Docs, Sheets and Slides. Avid usage of Canva for Social Media Marketing.

Languages:

English, Hindi, Marathi, Gujarati