



Bhavini Jain

Marketing & Corporate Communications- Management Trainee

OBJECTIVE

Developing and executing marketing strategies with the ability to understand the ongoing market scenario and customer trends using marketing communication skills.

EXPERIENCE

Oberoi Realty April 2019 – Present

Marketing & Corporate Communications- Management Trainee

- Developing and managing brand Oberoi Realty
- Designing marketing strategies as per the business objectives for Brand awareness
- Preparing an annual budget for marketing activities across various projects, mediums and functions
- Developing corporate collaterals like an annual report, corporate brochure and financial result advertisements
- Update and upkeep corporate website
- Supporting sales and other departments through communication solution and collateral developments
- Creating marketing and communication strategy plans for all the projects to increase leads
- Campaign Management- Created, executed and analyzed the results of print campaigns and outdoor campaigns with the help of salesforce software
- Successfully launched a new project which included venue finalization, setup & production, branding & communication
- Developing project brochures, site branding, sales presenter and show apartment branding as per the project positioning
- Developing briefs for various agencies like advertising agencies, media agency, event agencies, production/printing for end-to-end execution
- Media buying of right channels to execute print and outdoor campaigns
- Marketing Operations-Managing operations in terms of finance, purchase and accounts based deliverables, reporting, MISs and market intelligence gathering

CATking May 2016 – May 2017

Business Development Executive

- Created and developed sales strategies, and business development plan
- Increased sales revenue by 10% in 3 months
- Chosen to mentor new Business Development team of 25-30 members
- Enhanced brand awareness through various social media networks and campus collaborations

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SKILL

Campaign Management

Multi-tasking

Agency and Event Management

Competitor Analysis

Communication

Negotiation

EDUCATION

Narsee Monjee Institute of
Management Studies, Navi
Mumbai

PGDM- Marketing, 2017-2019

Ghanshyamdas Saraf College,
Mumbai

Bachelors of Commerce-
Accounting & Finance, 2013-2016

St. Anne's High School
Mumbai, 2011

INTERNSHIPS

Oberoi Realty April 2018 – May 2018
Marketing & Corporate Communications

- Creating brand awareness through Outdoor advertising, print campaigns, corporate branding
- Briefing creative agency and offering end to end assistance to develop the requisite communication collaterals

The Wadhwa Group Dec 2017 – Feb 2018
Market Research

- Conducted qualitative primary research to analyze the brand perception of Consumers
- Developed the questionnaire for customers and channel partners

Motive Entertainment April 2015 – May 2015
Business Development

- Cold calling for lead generation
- Social media marketing

Date:
07th June,2020