

PARIDHI BHADANI

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PROFILE SUMMARY

- Experience of 7+ years in the field of advertising, traditional & digital marketing.
- Expertise in account management, creative campaign execution, written communications & digital marketing.
- Exposure to technology in digital economy, integrated marketing, strategic brand management, & consumer behaviour at SPJIMR.

PROFESSIONAL EXPERIENCE

Sales Strategy, Kalpataru Ltd.

December, 2021 - Present

- Developing comprehensive plans – **launch, activation, price and scheme recommendations** to meet sales targets, as well as **monitoring them via data structures**.
- **Data-driven decision-making** to produce actionable recommendations for product, price, marketing activities, & business processes.
- Creating plans that reflect meticulous attention to detail & **an exhaustive understanding of the market, competitors, & business**.
- Build and maintain relationships with **both internal and external stakeholders**.

Group Account Manager, Eggfirst Advertising & Digital Marketing

March, 2017 – Jan, 2020

- Responsible for **key account management, campaign execution & driving revenues for 10+ clients** across industries - automobile, real estate, agriculture, hospitality, retail, FMCG, fitness and healthcare.

Account Management

- Responsible for working with **big ticket clients**. Suggested **innovative content and campaigns** that resulted in **increased ROI**.
- **Negotiated client contracts** and identified **new business opportunities** with existing clients to generate increased revenues.

Campaign Execution

- **Revamped a healthcare client's media release process** by teaming with a new agency for **a third of the cost** of their prior agency, with **3X times the media exposure**, while committing similar revenues to the client.
- Accounted for **6X increase in revenues worth 18 lacs per month**, by executing creative campaigns, **mainstream and digital**, via various media vehicles. Also, helped accelerate the **customer acquiring rate by 5X**.
- Executed strategic campaign that assisted a real estate client in selling **100 flats in 3 days**, resulting in **inventory sales of over Rs. 50 cr.** during a downturn in the real estate market.

Co-founder, The NEWD

Feb, 2016 – Feb, 2017

- **Co-founded fully-service advertising agency** offering end-to-end marketing solutions leading to various campaign executions.
- **Acquired 5 clients** within a span of 1 year, resulting in **revenues of 30 lakhs** in FY2017.

Client Servicing Manager, Eggfirst Advertising & Digital Marketing

Oct, 2013 – Oct, 2015

- Managed accounts end-to-end, resulting in higher client satisfaction and **a lower churn rate**, as well as a rise in the number of **approved creative ideas and campaigns (BTL and ATL)**.
- Worked with clients across industries, including **automobiles, real estate, media, healthcare, and fashion**, to better understand their **marketing objectives and brainstorm on creative briefs** with the internal team.
- **Conducted secondary and primary research** to feed creative team with important consumer preferences that helped them arrive at strategic ideas and creative conceptualisation for the client.
- One of our clients (a Maruti Dealership in Mumbai) **won The Best Marketing award for 3 years in a row** amongst all the Maruti dealerships in the western region, as a result of the marketing initiatives executed for them. (Award from Maruti HO).

Jr. Copywriter, Synapse Marketing Consultancy Ltd.

July, 2013 – Oct, 2013

- Collaborated with the creative department to **brainstorm ideas, scripts, innovations and deliver creative content** to clients.
- **Conceptualized & scripted campaigns** for pharma brands like Abbott, Cipla, resulting in **new projects** from existing clients..

EDUCATION

- **Master of Business Administration (MBA), Marketing Concentration** 2020 – 2021
S.P. Jain Institute of Management & Research, Mumbai
- **Bachelor of Mass Media (BMM), Advertising Concentration** 2009 – 2012
MK Sanghvi College of Commerce & Economics, Mumbai

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INTERNSHIP

Management Intern, Aditya Birla Health Insurance Co. Ltd.

Aug, 2021 – Sept, 2021

- Worked to achieve the **strategic goals of increasing** Activ Living **Blog website traffic and subscriptions**.
- **Conducted primary & secondary research** objectives to identify customer expectations.
- SMART goals for campaign **planning, development and implementation**.
- Developed a 3-month festive campaign plan to **increase website visits by 2X & subscriptions by 5X**.

CERTIFICATIONS

- Certified in Fundamentals of Digital Marketing by Google, Google Analytics & Google Ads.

ACADEMIC PROJECTS

Innovative Product Development, Design Thinking

March, 2021

- Conceptualized and built a prototype for an easy-to-use and cost-effective fan cleaning tool.
- Collaborated with team on brainstorming, ideation, and in-depth research via one-on-one interviews.

Customer Churn Analysis - Strategic Marketing

Sept, 2021

- Created marketing dashboard using Power BI to visualize data and analyse factors that lead to higher customer churn rates.
- Recommendations on decreasing churn rate by using data visualisation to identify important areas of customer satisfaction.

EXTRA-CURRICULAR ACTIVITIES

- As a member of the Communications Committee (SPJIMR), I worked to develop and improve many areas of communication using digital platforms such as Instagram, Facebook, LinkedIn, and Twitter.
- Developed activities to boost social media presence by highlighting student interests and accomplishments, institute developments, and guest lectures by industry leaders.