



PAYAL SETHI

SR. ACCOUNT MANAGER

EDUCATION

- PG Diploma in Advertising and Brand Management from Amity School of Distance Learning in 2016
- MBA in Marketing from Amity School of Distance Learning (Amity University) in 2015
- BSc. in Hospitality & Hotel Administration from Institute of Hotel Management (IHM) Bangalore in 2013
- Additional Degree in Travel and Tourism from IGNOU
- 10+2 from DAV Public School, Faridabad, Haryana, CBSE Board in 2009

ACHIEVEMENTS

- Launched a premium chocolate brand in India (Nestlé Les Recettes de L'atelier)
- Redesigned Nestlé Alpino packaging
- Launched Purina Supercoat (Dog food brand by Nestlé) in India
- Launched Kit Kat Bits by Nestlé Professional in India
- Launched INIZIO - Premium beverage dispensing machine by Nestlé
- Successfully created & implemented brand identity for House of Diagnostics (HOD)
- Recreated Brand Identity for BLS International Pvt. Ltd.

CONTACT DETAILS

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CAREER SUMMARY

TWOHMP COMMUNICATIONS PVT. LTD.

Sr. Account Manager | 2017 - Present

- Seek, process and execute client requests
- Coordinate with internal teams to ensure timely delivery of the projects assigned
- Formulate advertising and marketing strategies
- Pitch and acquire new clients by engaging in outreach, initiating dialogue, and providing information regarding our advertising services
- Retain existing clients through strategic service, excellent results, and consistently successful advertising campaigns

MANAV RACHNA EDUCATIONAL INSTITUTIONS

Asst. Manager - Corporate Communications | 2016 - 2017

- Planning, monitoring and managing the ongoing company presence on Social Media
- Launching optimized online adverts through Google AdWords, Facebook, Instagram etc. to increase the brand awareness and generate leads
- Assisting in the formulation of strategies to build a lasting digital connection with the target audience
- Writing Crisp Video Scripts for promotion
- Writing and disseminating Press Releases to the media
- Developing effective PR plans using appropriate strategies and tactics
- Analyzing results of PR campaigns and preparing reports

OZONE OVERSEAS PVT. LTD.

Senior Executive - Corporate Communications | 2014 - 2016

- Internal and External Communication for effective brand building
- Designing, creating and implementing Email marketing campaigns
- Preparing Press releases and ensuring timely dissemination to the media
- Coordinating with the creative agency for timely deliveries
- Social Media Management

DEVYANI INTERNATIONAL PVT. LTD.

Shift Manager | 2013-2014

- Headed a team of 28 personnel
- Oversaw activities related to restaurant opening and effective management
- Managed all activities related to stock management and procurement

COMPETENCIES AND SKILLS

- Good communication skills
- Good interpersonal skills
- Active problem solving skills
- Customer Focus
- Ability to handle pressure