



SUSHMITA BYAPARI

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PROFESSIONAL SUMMARY

Goal oriented Account Management Personnel who understands the value of cultivating and fostering long-lasting client relationships. In addition to successful account management, possesses the ability to contribute in creative and strategic planning skills. Takes an ownership role in building clients business, introducing new brand campaigns for mainline advertising. Thus, seeking a position with an opportunity to face challenges in the field of advertising/ marketing.

CORE QUALIFICATIONS

- Manage a portfolio of client accounts
 - Act as the first point of contact for client questions and requests
 - Talk to other departments in the organisation in order to facilitate client requests
 - Identify new client relationships and make pitches to potential clients
 - Plan and execute ideas/campaigns
 - Ability to meet deadlines and multi-task
 - Ensure clients pay on time
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WORK EXPERIENCE

82.5 Advertising & Marketing Communication (October 2018- Present)

Senior Account Executive

- Currently working for a leading Marathi News Channel- ABP Majha. Followed by Maithan Steel (TMT rebar and manufacturing unit)
- Have extensively worked for P. C. Chandra Jewellers

J. Walter Thompson (April 2017- October 2018)

Account Executive

- Decode client brief and share it with different teams – copy, creative & studio
- PO and invoicing management
- Accounts handled – P. C. Chandra Jewellers, Tata Steel and ITC

Rediffusion Y&R (March 2015-April 2017)

Brand Associate

- Meeting and communicating with clients at a regular basis ensuring client requirement is met
- Working and coordinating with the mainline department (creative team) for execution on briefs
- Worked for jewellery, FMCG and hotel brands

Pearl Enterprises, Branding Solutions (June 2014- March 2015)

Client Servicing Executive

- Understanding and executing daily jobs

**Interned with Law and Kenneth Saatchi and Saatchi, Mumbai
(January 2014- February 2014)**

- Worked as a Trainee for the brand Everyuth and have done market research on the brand as well

EDUCATIONAL CREDENTIALS

NSHM Institute of Media and Design, Kolkata

M. Sc. in Media Science, 2012-2014 (2 Years Full Time Degree Course Approved by Punjab Technical University)

Women's Christian College, Kolkata (Calcutta University)

B. A 2012

B. D. Memorial Institute, Kolkata (Stream- Arts) CBSE

12th, 2009

South Point School, Guwahati CBSE

10th, 2007

Date of Birth- 21st September, 1988

Permanent/ Current Address- Flat No: C-11/5, EKTP Ph- 4, Manjulika- A, Near Ruby Hospital, Kolkata – 700107. West Bengal

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