



TEJAL R. BHOI



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Professional Synopsis

I started my professional journey as a Business Development Manager with **Comart Lithographers** in printing & prepress industry. Here, I learned many important aspects of businesses with respect to Marketing Communications. I got an opportunity to work closely with brands like *DDecor, Baggit, HDFC Bank* etc. After working with Comart for around 4.5 Years and gaining hands-on experience in sales & marketing I started working with a Creative Agency, **Ordinary Marketing** where I got an opportunity to explore & learn Creative aspects of Businesses/Brands. I was handling the Key Account – *Flipkart*. Along with managing relationship with the Brand Team I use to be a part of Research & Analysis of all Creative Campaigns for Flipkart Mobiles. After working with Ordinary for around 1.5 Years I moved in the Packaging Designing sector by joining **SGS&Co (Alia Premedia Services)** as a Key Account Manager for *Kellogg's India*. I take care of the packaging & printing requirements for all Brands of Kellogg's. Along with handling Packaging requirements for Kellogg's I also work on Creative projects for brands like Mars, P&G Healthcare, Abbott.

Education

MMS (Marketing)	2013
Chetana's R. K. Institute of Management & Research Mumbai University	
B.E. (EXTC)	2010
Lokmanya Tilak College of Engineering Mumbai University	
HSC	2005
B.N.N. College of Arts, Commerce & Science Mumbai University	
SSC	2003
Navbharat Education Society Mumbai University	

Strengths

Brand Management	Planning	Strategies
Creative	Marketing	Ideation
Team Management	Writing	Empathy

Hobbies



Career Highlights

SGS&CO (June 2019 – Present) Account Manager – Kellogg's

Handling Packaging and Designing for all Brands of Kellogg's.

Coordinating with Brand Managers and Packaging Teams on day-to-day basis for packaging, designing and print related projects.

Planning and getting projects successfully completed from internal teams in timely manner.

Ordinary Marketing India Pvt. Ltd. (Feb 2018 – June 2019) Account Manager – Flipkart

Handling all Creative Campaigns for Mobiles division for Flipkart App and Desktop.

Mobiles category is the biggest category for Flipkart by revenue so design, look & feel of this category was very important so I had to work very closely with the Flipkart team continuously.

Brainstorming, Ideation, Research and Analysis was major part of my profile along with Planning and Team Handling.

Comart Lithographers Pvt. Ltd. (June 2013 – Feb 2018) Business Development Manager

Relationship Management with the existing Domestic & International clients and getting new clients on board.

Understanding Marcom requirements of Brands and suggesting best possible solution in terms of Printing, Designing, Visual Merchandising etc.

Evaluating Project Costs – Negotiating – Planning – Coordinating with the Internal teams to complete the projects in time.