

# CHANDNI



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## PROFESSIONAL SUMMARY

Skilled professional with over 13 years of experience in the Advertising & Marketing industry. Proficient in leading multi-disciplinary teams and delivering actionable solutions through comprehensive marketing reports, campaign effectiveness analysis, customer analytics, segmentation, and insights. Adept at handling complex situations from strategic and tactical perspectives. Known for excellent management skills, including client relationship management, dispute resolution, and critical thinking.

## SKILLS

- Superior communication and writing skills
- Blogging:  
www.justrightto.blogspot.com
- Creative and focused
- Self-learning ability
- Extremely organized
- Strong verbal communication
- Team leadership
- Interpersonal and written communication
- Google Certificate in "The Fundamentals of Digital Marketing"

## EDUCATION

### NIBM

**MBA:** Brand & Advertising  
Management

**International Institute Of Mass  
Media**

**Post-Graduation Diploma:**  
Advertising, Marketing and Public  
Relations

**Apeejay College of Fine Arts**

**Graduation:**

Bachelor of Computer Applications

## WORK HISTORY

*Gaurs Group - Assistant General Manager, Marketing  
Ghaziabad | 09/2023 - till date*

*National Industrial Corridor Development Corporation Limited (under  
Ministry of Commerce) - Assistant Manager, Marketing  
Delhi | 06/2022 - 3/2023*

*MyGoldKart By Kundan Group - Assistant Manager, Marketing  
Delhi | 06/2021 - 05/2022*

*ABM Communication - Group Head  
Gurugram | 12/2019 - 02/2021*

*BEI Confluence Communication Ltd.- Group Account Manager  
New Delhi | 05/2018-12/2019*

*Crayons Advertising- Senior Client Servicing Executive  
New Delhi | 01/2016 - 05/2018*

*Hammer Communication- Client Servicing  
New Delhi | 10/2013 - 01/2016*

*Triverse Advertising Pvt Ltd.- Client Servicing Executive  
Gurugram | 08/2011 - 10/2013*

## ACCOMPLISHMENTS

- Managed and released many top-notch projects/campaigns single-handedly.
- Won prizes for writing skills.
- Received Merit Awards in various cultural functions during schooling and graduation.
- Supervised and successfully led teams of 15+ members.

- Effectively executed new marketing strategies based on market research data to reflect consumer interest on both tactical and strategic levels.

## **EXPERIENCE IN ATL**

- Completed 3 digital films for MyGoldKart.
- 3 TVCs for Kajaria (2 with Akshay Kumar and 1 with Anushka Sharma).
- 1 TVC for Vardhman Knitting Yarns (with Shweta Tiwari).
- 1 TVC for Radico Khaitan Ltd. (with Tiger Shroff).
- Managed all mainline work for various brands.

## **EXPERIENCE IN BTL**

- Developed social media posts, pamphlets, and outdoor advertisements such as billboards, flyers, banners, and sandwich boards.
- Handled sponsorships for events and competitions for Kajaria.
- Developed in-store promotions, visual merchandising, retailer pop-ups, and sampling sales promotions for multiple brands.

## **EXPERIENCE IN DIGITAL**

- Managed the company's online presence to engage with prospects and existing customers.
- Identified trends and insights.
- Allocated marketing investments.
- Planned and directed marketing campaigns.
- Managed and maintained the organization's website, adhering to best practices.
- Optimized content for the website and social media platforms.
- Worked with various content formats such as blogs, videos, and audio podcasts.
- Tracked website traffic flow, implemented and analyzed performance metrics with the agency.

## **BRANDS HANDLED**

- Gaurs Group
- National Industrial Corridor Development Corporation Limited
- MyGoldKart
- Muthoot Finance
- Organic Harvest (skin care brand)
- Kajaria Tiles
- Vardhaman Knitting Yarn
- Radico Khaitan
- Sobha Developers

- Nestle India/ Nestle Professional (Vending Solutions)
- American Express
- Unique Shiksha (IAS coaching)... and many more.

