

SWATI JHA

MBA in Marketing Management (Pursuing) from NMIMS University
Bachelor of Arts (Journalism and Mass Communication, Hons)
Kurukshetra University
Class XII, CBSE from Army Public School, Ranchi

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SUMMARY

To continue my career in the field of marketing, branding, public relations & move to a senior managerial position. I wish to expand my product marketing portfolio and provide results using my skills and strategies in the competitive marketing industry. An effective communicator with excellent interpersonal skills.

WORK EXPERIENCE

IOS Sports & Entertainment

March 2024 - Present

Client Servicing, Social Media & PR Manager

- Serve as the primary point of contact for key clients, understanding their goals, challenges, and objectives. Worked on Olympics Paris 2024 & other major Sports Events in India.
- Develop and maintain strong client relationships through regular communication, meetings, and presentations. Some key clients are ABC, Adani, BPCL, Yes Bank etc.
- Analyze client feedback and market trends to identify opportunities for growth and improvement.
- Oversee the execution of Social Media marketing strategies & Media Relations, ensuring alignment with client expectations and company objectives.
- Monitor project timelines and budgets to ensure adherence to client agreements and internal guidelines. Conduct regular performance reviews and provide actionable insights to optimize campaign effectiveness.

Steadfast Nutrition

JULY 2021 - MARCH 2024

Senior Executive – Marketing and PR

- Athlete management and influencer marketing for 100+ athletes on monthly basis. Also getting associated with stadiums, academies, gyms for marketing and promotions of brand on barter and paid basis.
- Monitoring athlete promotions for the brand through agency handling.
- Managing Influencer nutrition stack requirements and third-party vendors.
- Addressing customer service problems & educating media about industry marketing trends and media management for stories and media coverage.
- Organise trade shows and participate in national events for talent scouting and for onboarding along with assisting event team with celebrity management.
- Creating promotional information to drive business through athletes and generate revenue of 10 lacs plus a month with help of STGT codes on website.
- Analyzing customer feedback from social media platforms, advertising returns and reporting to upper management.

Acanthus Architecture & Interior Consultants, New Delhi

AUG 2020 - JUNE 2021

Executive – Marketing and Sales

- Develop strategies and tactics to get the word out about our company and drive qualified traffic to our front door
- Creating promotional information to drive business and perform Online Reputation Management & coordinating multiple channels of marketing strategies and getting all collaterals printing work etc
- Managing budgets for marketing campaigns & testing new marketing opportunities
- Building relationships with media outlets & directing social media strategies
- Evaluating performances of marketing campaigns & troubleshooting marketing campaigns that are not performing well

SMAAASH Entertainment**FEB 2019- JULY 2020****Sr. Marketing Executive**

- Planning marketing activities in conjunction with company's growth plan and working out strategies to execute the plan & Media Planning as per the budget
- Generating Corporate Business through Parties & Trade Partners
- Getting marketing collaterals, advertisements developed to help the co. meet its target.
- Ensuring successful participation in national and international tradeshow, exhibitions & organizing company events.
- Implementing Corporate Communication and PR initiatives for company.
- Responsible for research prior to the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programme.
- Assisting the department head in researching, writing and distributing press releases to targeted media.
- Generating E-Commerce Business worth INR 1 Crore plus yearly across 4 Centers in Delhi NCR, Jaipur & Siliguri through Online Partners like Bookmyshow, Nearbuy, Paytm, Website.

Crosshairs Communication, Delhi NCR**MARCH 2018- JAN 2019****Associate- Client Servicing**

- Interfacing with clients via telephone, personal meetings, understanding their requirements and providing customized solutions in order to enhance customer experience. Worked on Clients - Cornitos, Ayesha Accessories, Apis, V mart, India Today Mind Rocks 2018, Economic Times and Saint Gobains Smart Green Summit & Awards, Tomorrow's India Global Summit 2018
- Developing PR strategies, campaigns and initiatives to improve public perception of company
- Coordinating with media personnel for organizing various shoots and media interactions for the clients plus Profiling, launching various products, story ideas, etc.
- Organizing press launches as per client requirements to increase brand visibility. Penning press releases, pitch notes, feature articles, authored articles, etc.
- Maintaining & updating monthly media dossier. Managing the PR aspect of a potential crisis situation. Documenting daily Media Report and submitting it to management/client to facilitate critical decision making

BYJUS Think & Learn Pvt Ltd.**May 2017 to September 2017****Business Development Associate**

- Individual contributor working in a team to introduce and showcase the unique way in which BYJU'S- The Learning App help students learn better.
- Responsible for mentoring students and will play a role in their learning journey.
- Key role is to connect with students and parents across the country about one of the world's most loved learning apps and how it will help students learn not just for exams, but way beyond.
- Contacting potential customers (parents and students) to set up meetings, counsel the students on learning parameters and the BYJU's personalized learning journey.

Quik Relations Pvt Ltd**November 2014 to June 2016****Junior Associate PR**

- Maintained close client communications while clearly defining PR objectives. Worked on Clients like Fortis Hospitals, Colors, Via Com, Sony Televisions, Philips, Blenders Pride, Dabur India, Go Daddy India, NPCIL
- Provided support to the Client Servicing manager and other key team players.
- Held regular staff meetings to track progress of all ongoing campaigns.
- Devised effective ways to increase PR Coverage & opportunities
- Assembled PR reports for each project.
- Responded to client inquiries.