



# DRASHTI SHETHWALA



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## CONTACT



Mumbai, Maharashtra



[Drashti-Shethwala](#)

## TECHNICAL SKILLS

- CorelDraw
- Basics of Photoshop
- MS Office
- Jira

## SOFT SKILLS

- Leadership
- Communication and Management
- Team Work

## MY INTREST

- Dancing
- Listening music
- Graphics Editing and Designing
- Cooking
- Social work
- Playing Guitar

## CO-CURRICULAR ACTIVITIES

- Sports (Basketball player)
- Committee member at Kshitij and Paparazzi
- Participation in Elocution competitions
- Participation in Dance competitions

## PROJECTS & EVENTS

- Production and Digital Designer for Kaali Peeli (BMM Project)
- Assisted Devanshu Singh (udaan writer) for a writing project
- HOD at Paparazzi (college festival)
- Tech team member at Kshitij

## BLOGS (Linkedin)

- [People as Brands.](#)
- [Brand Storytelling](#)

## EDUCATION

### Bachelors of Mass Media

2016

University: University of Mumbai  
College: Mithibai College, Mumbai, Maharashtra  
**GPA: 6.08 (Secured 10th rank )**

### Higher Secondary School Certification (HSC)

2013

Board: Maharashtra Board  
College: Mithibhai College, Mumbai, Maharashtra  
**Percentage: 72.17%**

### Secondary School Certification (SSC)

2011

Board: Gujarat Secondary and Higher Secondary Board (GSEB)  
School: S.D.R.Umrigar school, Surat, Gujarat  
**Percentage: 76%**

## EXPERIENCE

### Travelxp Channel

Feb 2018-Oct 2020



Project Manager

Feb 2020-Oct 2020



Strategic Partnership Executive

Feb 2018-Feb 2020

### Role as a Project Manager

- Managed the launch of Travelxp application and website, the sister concern on Travelxp channel and acted as a product lead.
- Ensured timely delivery for Travelxp OTA and OTT. Responsbile for managing and coordinatong between the development team, design team and the management.
- Responsible for preparing the execution strategy starting from design, to development, till deploying and ensuring on time delivery in a an Agile Enviromment.
- Visited WTM London to network with Destination Management Companies and Toursim Boards across the world for Partnerships as well and Business Development.
- Worked as a Lead for various upcoming Projects of Travelxp namely a project targeted to Travelxp's corporate clients and a Holiday specially designed for millenials.
- Handled partnerships for launching Travlexp's OTT platform by coordinating partners like Brightcove and Bitmovin. - Coordinating with partners like bookmytraveller.com, metripping for ensuring a smooth process for the operations team and helped them learn the software.
- Prepared pitch and presentations for various projects and meetings and ensured the same for the team.

### Role as a Strategic Partnership Executive

- Strategic alliances/Barter deals with various brands for Travel OTT platform, Travelxp Channel and Travelxp, online travel agency. Closely worked with the following Brands. Bank of Baroda, ICICI Bank, Google Pay, Paypal, SBI Bank, Spotify, Gaana.com, JioSaavn Etc - Handeled Barter partnerships with Aaj Tak and BBC World.

### YOLO Entertainment – Creative Associate

May 2016 - Apr 2017

- Managing meetings with clients, Creative Ideation, Co-ordination, Production Designing

### Internship – Salt Brand Solution, Mumbai

May 2015 - July 2015

- Two months with the brand manager and copywriter.

### ICCAMP

- Completed an integrated course in Marketing, Advertising, PR and Communication at Mithibai College, Mumbai.