



Heer Shah

Media Manager at Kansai Nerolac Paints

Experienced and Accomplished Marketing Professional with over 9 years of Account Management Experience and a Strong Understanding of Media Planning & Buying. Currently handling media strategy and partnerships for Kansai Nerolac Paints



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Mumbai, India



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SKILLS

Project Management

Media Planning

Team Management

Cross-Functional Team Collaboration

Media Strategy

Digital Marketing

Media Research

LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

Gujarati

Full Professional Proficiency

Marathi

Full Professional Proficiency

INTERESTS

Traveling

Dancing

Arts & Craft

WORK EXPERIENCE

Offline and Online Marketing Manager

Kansai Nerolac Paints (Apr'20 - Present)

Achievements/Tasks

- Managing audience planning campaigns for brand & corporate across all media touch points (offline + Online); also playing a integral part in developing a TV + Digital framework
- Handling Media planning and buying for Offline and Online media, also driving content deals with different media partners along with Handling Influencer Marketing

Senior Executive, Media & Activation

Star India Pvt. Ltd (Star Sports) (Dec'17 - Mar'19)

Achievements/Tasks

- Handled media marketing strategy for PKL 7 & ICC CWC'19 inc. integrations outside network, content partnerships & leveraging internal network assets to deliver marketing objectives
- Also involved in planning & execution of Indian Premier League, India Bi-Laterals & PKL & Digital strategy and execution for English Premier league
- Actively involved in Annual Marketing Budget planning for Star Sports

Account Manager

Madison World (Jul'16 - Dec'17)

Achievements/Tasks

- Lead a team of 3 to create & deliver a win-win strategy for DHFL
- Key Responsibilities include strategic communication and building effective media interventions for DHFL on the back of strong Communications planning
- Worked closely with Inv. Group Heads on deal evaluations, negotiations and media buying

Media Supervisor

R.K.Swamy BBDO Pvt.Ltd (Jan'12-Jul'16)

Achievements/Tasks

- Leading a team of 4 to manage & create integrated media solutions for key clients of R.K.Swamy including Polycab Wires, Rasna International & State Bank of India

CERTIFICATES

Google Ads Search & Google Ads Display Certification - 2019

Towards mastery of the fundamentals of developing & optimizing effective Google Search & Display campaigns

ACHIEVEMENTS

Silver Emvie - Best Media Innovation, Television - 2019

Towards Pause and Play TV Integration for IPL 2019

National Finalist - Young Spikes, 2014

Amongst the top 10 teams in the country for developing an innovative media strategy on building awareness on the Hazards of Open Overhead Wires & promoting safety

EDUCATION

M.M.M. (Masters in Marketing Management)

Mumbai University - 2018

B.M.M (Bachelor of Mass Media) – Specialized in Advertising - 2011

Mumbai University - 2011