SWETHA SHETTY

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PROFILE SUMMARY

Passionate and results-driven Account Manager with 5 years of experience in the advertising industry. Demonstrated expertise in campaign management, market research, integrated marketing, client servicing, and team management. Proven ability to build strong client relationships and deliver exceptional service, ensuring client satisfaction and long-term partnerships. Looking to leverage my skill set and continue professional growth in the dynamic field of Advertising and Marketing.

STRENGTHS AND EXPERTISE

Project Management	Time-Management skills	Campaign Management
Critical thinking	Negotiation Skills	Organizational skills
Problem solving skills	Client Relationship	Digital Marketing
Integrated Marketing	Management	Team Leader

PROFESSIONAL EXPERIENCE

Account Manager
White Rivers Media - Mumbai,India   **01/08/2024- 26/12/2024**

- Implemented campaigns for all festive offers and community rides from website management, performance marketing, blog optimization , content creation, email campaign.
- Successfully worked on two DVC campaign: EV Day green mobility a reality and surprise deliveries by Mahabali's Onam ride.
- Ongoing Project: ACPC new product launch: pre-buzz phase

  Key Brand: Hero Vida

Account Manager
Havas Group - Mumbai,India   **08/05/2023- 27/10/2023**

- Accountable for managing client accounts, ensuring satisfaction, training interns and executives, and delivering strategic marketing solutions to meet client objectives.
- Executed a digital marketing campaign JBL new product launch, Launched a subscription campaign and performance marketing campaign for Lionsgate Play,
- Implemented a new Azaadi Campaign for Motovolt promoting their early bird discounts and increased brand. visibility and online bookings. Developed effective social media campaigns for engagement, product features, safety features and promoting environmental friendly e-cycles and educating consumers to make the switch.

Key Brands: JBL, LionsGatePlay, Britannia and Motovolt.

Amethyst Advertising Agency - Mumbai,India
Senior Account Executive   **04/01/2021- 31/04/2023**

- Developed and implemented integrated marketing strategies across various channels including digital, print, and outdoor.
- Developed an educational campaign for Mahanagar Gas Ltd. about safety and efficiency, Executed a content marketing strategy for Mahindra Finance that enhanced brand awareness and engagement by 25%.
- Implemented a targeted email marketing campaign for IndusInd Bank, resulting in a 20% increase in customer acquisition.
- Led a successful digital campaign featuring celebrity Siddharth Malhotra to promote the opening of savings bank accounts, significantly boosting customer engagement and acquisition. Additionally, we spearheaded the launch of the new premium savings account, Indus Grande, and the new debit card, World's Delight.

Key Brands: Burger King, IndusInd Bank, Mahindra Finance, Quiklyz and Mahanagar Gas Ltd.

Amethyst Advertising Agency - Mumbai,India
Account Executive   **02/10/2017- 25/10/2019**

- Coordinated with creative and media teams for cohesive strategies across all channels.
- Led a social media campaign and OOH campaign for MDH Masala resulting in a 30% increase in engagement and a 20% rise in sales.
- Spearheaded a digital marketing campaign for Babychakra that doubled website traffic in six months. Implemented influencer marketing, growing social media followers.
- Executed a marketing campaign for pepe jeans that boosted retail sales by 15%.

Key brands: MDH masala, Babybchakra (myglamm), Pepe Jeans.

EDUCATION

ESC Rennes School of Business- Rennes,France
MSc in Global Business Management   **2022**

S.M Shetty College -Mumbai, India
Bachelors in Mass Media (Advertising)   **2017**

CERTIFICATES

Advanced Excel (Udemy)	**06/2021**
Digital Marketing (Udemy)	**02/2022**
Google Analytics	**01/2025**
Google Ads Display	**01/2025**
Google Ads Search	**01/2025**
Project Management tools (Microsoft Project, Asana, Trello)	**Present**