

Jaanhavi

Bangalore, Karnataka, India | +91 9535465635
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ASPIRING PROFESSIONAL

Advertising | Public Relations | Brand Management

Qualifying **Bachelor of Arts (English, Communicative English, Psychology)** accented with the latest trends and techniques of the field and having an inborn aptitude & determination to carve a successful career in the industry. Acquired understanding in designing advertising and promotional campaigns to generate desired awareness as well as enhanced value perception in the minds of the target audience. Proficient in managing multiple tasks and meeting deadlines along with the ability to garner information from requisite sources. Strong literate background with exceptional communication, presentation & interpersonal skills. Self-motivated and goal-oriented with a high degree of flexibility, creativity, commitment, and optimism.

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|-----------------------|----------------------------------|-------------------------|
| ▪ Brand Development | ▪ Advertising / Public Relations | ▪ Cashiering |
| ▪ Market share Growth | ▪ Project Management | ▪ Restaurant experience |
| ▪ Client Servicing | ▪ Operational Planning | ▪ Process Improvements |
| ▪ Account Management | ▪ Technology Convergence | ▪ Team Player |

PROFESSIONAL EXPERIENCE

B&M: Isha Home Bakes *Junior Brand Manager*

Jan 2021 – Present

Key Achievements: Marketing

- Recommending innovative marketing solutions through brand activation programs by developing and executes the marketing & branding strategy to improve market share and reach.
- Consistently striving to put across the brand message effectively by planning & carrying out the right brand approach.
- Analyzing market trends; coordinating with the marketing team for effective ways to promote by conducting market research through various industry reports and analyzing leading player's strategies.
- Executing brand guidelines in all activities are respected and implemented, and central materials to integrate the brand activities.
- Facilitating support in developing and optimizing old and new marketing campaigns (product launching and promotion).
- Ensuring smooth run of operations by preparing reports on brand performance and sales.

Key Achievements: Front Desk Duty/ Receptionist

- Receive and manage orders, customisations, queries.
- Tele-sales.

Key Achievements: Manager

- Anti-COVID hygiene protocol checks
- Staff recruitment
- Handling issues on Refunds and other payment related issues
- Keeping track of GST and other Government related payments. (Outsourced)

EDUCATION & CREDENTIALS

Bachelor of Arts (English, Communicative English, Psychology) | Jyoti Nivas College, 2021 (Graduating in August 2021)

CERTIFICATIONS

Guided Imagery, University of Minnesota, Coursera.

An Introduction to Consumer Neuroscience & Neuromarketing, Coursera, 2021.

PERSONAL DETAILS

Date of Birth: 3rd Sep 1998 | **Nationality:** Indian | **H1B Visa:** Required

Languages Known: English, Kannada, Hindi, Tamil, and German (A2).

Skype: <https://join.skype.com/invite/xPhNSxYLMc1F>