

# Bhavita Shukla

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## Special Projects & Business Development

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### Career objective

To grow my professional career with an executive level management position in a world class organization. Seek to diversify my skills in leadership position.

### Skills

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|--------------------------------------|-----------------------------------|
| • Analyzing and planning of projects | • Sales & Special Projects        |
| • Project execution                  | • Product Positioning & Branding  |
| • Business Strategic Planning        | • Brand Re-Launch                 |
| • Market analysis and research       | • Creative & Graphic design       |
| • Marketing Strategies & Campaign    | • Web & Print Content Development |
| • Corporate Communications           | • Media Management                |
| • Presentation                       |                                   |

### Professional Experience

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#### Confederation of Indian Industry

##### Executive Officer

June 2018 – Present

Key Secretariat for

1. Membership
2. CII Taskforce on Startup
3. Young Indians
4. Maritime / Logistics Sector

#### Responsibilities:

- CII Membership Development and Servicing
- Identifying the sectoral issues and work to create the platform through engagements with different stakeholders
- Strategic Planning of Yearly Projects, Designing & Promotion of Project and Final Project Execution

- Key Secretariat for the CII Taskforce on Startup engaging the key stake holders to work in line with the national startup council agenda
- Coordinate and work for the growth of the CII Vertical Indian Women Network
- Coordinate and work for the growth of CII Vertical Young Indians
- Liaison with different Government Departments for the CII Projects or Government Projects
- Multitasking based on requirement to execute the projects of CII as and when required

## **Projects**

### **CII Taskforce on Startup**

- Key Secretariat of the CII Taskforce on Startup led by Mr Sanay Randhar, Managing Director of GVFL Ltd
- Startup Industry Connect with Startup Gujarat, Government of Gujarat
- Members interaction with Mr Kris Gopalakrishnana, Convenor of Startup Council at CII and co-founder of Infosys
- MoU signing with Startup Gujarat for Industry Startup Connect
- Super Startup Series – Sectoral Startup Mentoring & Acceleration Initiative
- Open Pitch : Startup Mentoring Session
- CII Startup – Industry Connect Initiative
- CII Startup Membership Promotion

### **Other Projects & Achievements**

- Blu Gateway : Maritime Sector Conference with Gujarat Maritime Board
- **Managed B2G for Road show for Uttarakhand and Tamilnadu Business Summit**
- **Managed country seminars for Australia , Norway and Poland at Vibrant Gujarat Summit 2019**
- **CII Annual Day 2020 – Virtual Event Sponsorship Support Management**
- **Coordinated the Gujarat State Session with CMO for Re-Invest 2020**
- **Organized the Gujarat State Session with Climate Change Department at 15<sup>th</sup> Sustainability Summit 2020**
- Women Leadership Conclave
- Vice Presidents Meet in Rajkot with Mr Vikram Kirloskar
- Several State Council Meetings
- Corporate Box Cricket League for Membership Engagement
- Membership Mentoring Programme
- Study Missions : Harsha Engineers Ltd, Schaeffler , Transformer & Rectifier & Ford Ltd
- Workshop on Social Media Marketing
- Session on Power of Networking
- Roundtable on Gender Equality
- Have been part of several CII projects execution

### **Achievements:**

- **MoU signing with Startup Gujarat , Government of Gujarat**
- Gujarat has been one of the most active state for Startup Initiatives under the task-force

## **Marketing Consultant**

Working as a marketing consultant and freelancer since 2017 in following areas.

- Branding
  - Website Designing
  - Event Management
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## **Gujarat Technological University**

### **Project Officer – Media**

April 2013- Sep 2014 (left for maternity break)

#### **Responsibilities:**

- Develop various publications of the university
- Manage Relations with Media Houses and Press Reporters
- Prepare press Invitations, Notes and Releases for various events
- Organizing Training Workshops for Students to develop University Magazine of students

#### **Achievements:**

- Re-launched the newsletter of GTU
  - Introduced 4 new Newsletters
  - *Developing new website of the University leading a team of a faculty and final year students in the University* (Refining and organizing more than 30 tabs on the current website to make it user friendly)
  - Contributor for Disha – Newsletter for Canada-India Education
  - *Conducted a Photo-shoot of GTU campuses and the Vice-Chancellor*
  - Successfully completed the designing project of the 3<sup>rd</sup> Annual Convocation
  - Published The University Report (Annual Report)
  - *More than 100 different positive stories of GTU published in different newspapers*
  - *Developed E-mailer Project for GTU Newsletter*
  - *Designed first event presentation on the University*
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## **Starz Club**

### **Brand Promotion & Events Manager**

July 2011-Dec 12

#### **Responsibilities:**

- Conceptualize , sale and execute the events for the club members
- Co-ordinate with creative agency , printers , event management companies , media and other agencies for marketing and promotions of the club
- Guide the sales team for the promotional event participation
- Manage the Sales supportive activities like participation in various trade fairs and exhibitions
- Develop Alliance tie-ups for the club development

- Maintaining PR with club members, associates and media houses
- Ensure the smooth billing process of marketing related expenses

#### **Achievements:**

- Handled the project of *Brand Re-Designing* and *Re-launch* with new features.

### **Divya Bhaskar Ltd**

#### **Special Projects-Deputy Manager**

Feb 2010- June 2011

#### **Responsibilities:**

- Lead a project generating extra revenue for the publication in shape of a Coffee Table Book
- Study the project and design the sales strategy for generating income
- Get the sponsors for the project from the top industries related to the project
- Get required marketing collaterals designed for the project sales docket
- Coordinate with the project designing team for the final compilation of the project
- Get the sponsors for the final project launch event
- Plan , Co-ordinate and execute the final project launch event

#### **Achievements:**

Lead the Special Project named "*Pratham na Pagarav*" based on History of Ahmedabad.

### **Essel Group - Fun Republic**

#### **Asst. Manager Sales & Marketing**

April 2007-Jan 2010.

#### **Responsibilities:**

- Space selling for the leading mall of the city – " Fun Republic"
- Achieve monthly sales target by getting advertisements for the display banners in the mall and renting the atrium space to various brands
- Marketing of the brands Fun Republic , Fun Gaming & Fun Cinemas
- Conceptualize and execute Marketing Activities for promoting the brands
- Conceptualize and execute Sales supportive marketing Activities for Mall, Cinema & Gaming Zone.
- Co-ordinate with creative agency , printers , event management companies , media and other agencies for marketing and promotions
- Approve the marketing collaterals for the events and promotions
- Co-ordinate, observe and guide the team for corporate promotions
- Prepare reports such as Event calendar , MBR, Cash flow & Post promotion analyses

**Achievements:**

Conceptualized, sold and implemented several promotional events including Amithbh Bachchan Film Festival.

Managed Three Different Brands as Fun Republic. Fun Cinemas & Fun Gaming.

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**Divya Bhaskar Ltd****Marketing Executive**

May 2006-March 2007

- Space selling for the leading vernacular "Divya Bhaskar"
- Achieve monthly sales target by getting advertisements for the segment of Real Estate for the vernacular
- Conceptualize , sale and execute the special features to generate the revenue for the publication
- Analyze the competitors and work towards client development
- Reporting by preparing MBR

**Achievements:**

Successfully published several special features for the real estate division.

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**Technology Knowledge**

**Software:** MS Office , Coral Draw 15 Basic

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**Education**

Year 2004

**Post Gradual Diploma In Event Management**

National Academy of Event Management & Development

Year 2001-2003

**Bachelor Of Commerce**

Gujarat University

**Short courses**

Year 2002

Indira Gandhi Open University

- Certificate In Computing
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**Bhavita Shukla**