

## Tejaswini Phadke

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Pune, India

In quest of professional enrichment opportunities in Marketing, Branding and Communications management with a growth-oriented organization of repute.

### PROFESSIONAL SNAPSHOT

A competent individual with over 8+ years of professional experience in both media and FinServ organisations, successful in building relations with upper-level decision makers, seizing control of critical problem areas and delivering within the stipulated time frame. While being an out-of-the-box thinker with a proven track record of managing and streamlining workflow, creating innovative team work environments to enhancing productivity is something that I am built for.

### EMPLOYMENT SCAN

Since Jun'22- Present	Bajaj Markets	Brand & Communications Manager
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#### Key responsibilities –

1. Lead Bajaj Markets' LinkedIn and Glassdoor accounts, handling all internal and external communications.
2. Partner with HR and business units to create content along with agency management to boost the employee value proposition.
3. Establish and execute digital/social media strategy, engaging with key influencers.
4. Lead cross-category brand communication campaigns, integrating brand messaging.
5. Collaborate with HR, Admin, L&D, and D&I teams on internal comms and creative projects.
6. Develop and implement comprehensive brand strategies for ALT BLT activities, including targeted campaigns and on-ground events.

Since Feb'21- May'22	Sakal Media	Content Head
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#### Key responsibilities –

1. Managing creative content for the 3km application, a collaboration between Sakal and Bulb and Key.
2. Developing advertising content and pitches for clients while achieving promotion to Team Head within 3 months from DoJ.
3. Generating on and off-app content, executing topical ideas, and conducting celebrity interviews.
4. Communicating with clients, selling content ideas, and streamlining workflow/reporting structures within the team.

Since Nov'17-April'19	Jagran: Radio City– Pune	Radio Jockey
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#### Key responsibilities –

1. Hosting the mid-morning and afternoon shows while managing the official social media handles of Pune station.
2. Creating social media content strategies and collaborating with key celebrities and influencers.

**Key responsibilities –**

1. Planning and executing shows for 3 cities - Pune, Kolhapur and Goa.
2. Music management of Radio Mirchi, Pune station.
3. Interviewing celebrities and influencers from Film, Television industry for collaborations and promotions.

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**EDIFICATIONS**

- 2024: PGD in Journalism & Mass Communication
- 2015: BA, Dance- Savitribai Phule Pune University.
- 2012: HSC, SP college, Pune
- 2010: SSC, Muktangan English School, Pune

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**OTHER ACHIEVEMENTS**

- Nrutya Alankar in Kathak dance.
- Working as a Classical Dance examiner with Gandharva Mahavidyalaya and TMV.
- B1 certified Zumba instructor.
- Google certified: The fundamentals of Digital Marketing.
- Udemy certified: Zero to Hero ChatGPT Marketing + Advertising

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**EXTRA CURRICULAR**

- Dancing, Travelling, Reading, Painting.

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**IT PROFICIENCY**

- Conversant with MS-Office concepts, Adobe photoshop to some extent, Web analytics.

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**PERSONAL DOSSIER**

**Date of Birth:** 16 June 1994

**Address:** Pune-411037

**Languages:** English, Marathi, Hindi, Japanese, German