Prateek Chitranshi

Personal Details:

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Address:
Antriksh Golf View 1, Sector 78,
Noida U.P (IN)

Core Competencies:

- Client Relationship Management

- Digital Marketing Strategies

- Team Leadership & Management

- Brand Campaign Structuring

- Content Creation & Management

- Public Relations & Communications

- Project Management

- Client Acquisition & Retention

Work Links:

https://bit.ly/4eT5S8W
https://bit.ly/4eWsKEE
https://bit.ly/4bDBCMz
https://bit.ly/4eT6lrI

Professional Summary

Dynamic marketing professional with over 8 years of experience in client servicing, digital marketing, and campaign management. Proven track record in team leadership, client acquisition, and delivering exceptional results across diverse industries. Skilled in crafting compelling content, executing impactful PR strategies, and driving business growth through innovative marketing solutions.

Professional Experience

Senior Manager – Marketing
ADG Online Solutions Pvt. Ltd. New Delhi (November 2020 – Currently Working)

- Spearhead client communications and campaign management for 13+ high-profile projects in the digital marketing space.
- Lead and mentor a cross-functional team of 16 professionals, including designers, editors, copywriters, and account managers.
- Develop and execute multi-channel marketing campaigns, including radio ads and print media promotions.
- Collaborate with advertising and production teams to ensure seamless campaign execution and client satisfaction.
- Manage project trackers, reports, and billing for all client accounts, ensuring timely delivery and financial accuracy.
- Contribute to strategic initiatives, including the All India Migrant Worker Survey (2021-2022) for the Labour Ministry.

Achievements:

- Secured 13+ projects in the dynamic digital marketing space, demonstrating exceptional client servicing skills.
- Team Leadership: Empowered and managed a diverse team of 16 designers, editors, copywriters, and account managers for collaborative success.

- Contributed to the critical All India Migrant Worker Survey (2021-2022) as part of the core team, supporting the Labour Ministry.

<u>Key Clients at ADG Online:</u>

- GMR Airports (Delhi, Hyderabad, Goa)
- ONGC Ltd.
- Rashtrapati Bhawan
- Labour Bureau -Ministry of Labour&Employement,
- Indian Institute of Management (Ahmedabad & Indore)
- NADA – National Anti-Doping Agency with Ministry/o Youth & Sports
- International Film Festival – Goa
- NIT- Karnataka
- Election Commission West Bengal (CEO WB)
- BECIL
- Central Pollution Control Board
- Quality Council of India etc.

Social Media Manager
SAAR Integrated. Gurgaon, Haryana
(April 2020 - October 2020)

- Coordinated promotional activities and trade shows to market client products and services.
- Collaborated with developers, advertisers, and production managers to create engaging social media content.
- Managed social media strategies for clients including Excitel Ltd, Quickbooks Ltd, Lawyered, Lawwiser, and Alignbooks SRP Solutions.

Worked on clients like:
Excitel Ltd, Quickbooks Ltd, Lawyered, Lawwiser, Alignbooks SRP Solutions and Commwiser

<u>Previous Organizations:</u>

Templatolio Technologies Pvt. Ltd.
Associate Client Servicing
(October 2019 – March 2020)
- Serviced accounts for premium hospitality clients, including Taj Hotel Lucknow, Radisson Hotels, Pride Hotels & Resorts, and Lemon Tree.

Tech Mahindra Private Ltd.
Analyst (Social Media) (October 2016 – Sept. 2019)
-Managed social media operations for Goods and Service Tax Network (GSTN) account.

Value Point Systems Pvt. Ltd.
Associate (April 2016 to October 2016)
- Supported client servicing operations and project management initiatives.

<u>Education:</u>
- Masters in Marketing | Delhi School of Internet Marketing, New Delhi | 2019
- Bachelors of Commerce | Delhi University, New Delhi | 2018
- Secondary Higher Education | St. Paul's, Gorakhpur, Uttar Pradesh | 2012

<u>Technical Skills:</u>
Digital Marketing Tools, Social Media Management Platforms, Microsoft Office Suite, Project Management Software