



Devraj Mistry

Marketing and Communication Manager | Account Management Professional

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Chembur, Mumbai

Dynamic Account Management Professional with over 10 years of experience offering expertise in building partnerships, retaining key accounts and enhancing profit channels. Strong leader with proficiency in growing professional networks, influencing decision makers and devising successful strategies. Collaborative and strategic team leader with robust background in customer relationship management.

Skills

Account Strategy and Planning
Digital Marketing
Brand Management
Stakeholder Management
Communication and Negotiation

Project Management
Client Relations
Event Management
Revenue Generation
Teamwork and Collaboration

Professional Experience

Anuj Events & Decorators Project Manager - Strategy & Planning

(Dec 2022 - Present)

- Organizing, planning, and managing virtual and hybrid events.
- To build senior-level relationships and sustain good client contacts in corporate sector. Meet clients regularly to understand their business and requirements.
- Generate new business from prospective clients and repeat business from existing clients.
- Displaying leadership skills to lead a team of 3-4 event managers who are responsible for pitching solutions concepts to clients.
- Strategizing creative and structured approaches, concept selling and maintaining client relationship management.
- Travelling to on-site inspections and project managing events. Coordinate and manage all marketing, advertising and promotional activities of the clients.
- Manage the workflow and come up with solutions to execute jobs as per deadlines.
- Procure cost and manage vendors for decor, artists, activities, digital, AV, collaterals, manpower and content development.
- Client satisfaction and retention ability to upsell event execution & post activity closures and reporting.

Madchatter Brand Solutions Project Manager - Strategy & Planning

(Jun 2022 - Nov 2022)

- Proactively prospected new digital accounts and generated 35 lakhs of business within 3 months of joining.
- Developed client strategies for social media and digital roadmap, collaborating with stakeholders and client servicing teams.
- Directed social media team to engage audiences across various platforms, leveraging client database for mailers and newsletters, and provided quarterly result reports.
- Evaluated partnership, sponsorship, and advertising opportunities regularly, staying informed on industry trends to optimize communication strategies for clients.
- Executed strategic influencer-driven campaigns across Instagram, YouTube, Pinterest, Facebook, and LinkedIn; increased brand engagement by 45% using data science-led selection, pricing algorithms, and community-based content strategies.
- Bringing customer-centric mindfulness that enables brands to innovate and thrive. Understanding brands and collaborate with them to curate creative solutions for their problems.

D Super Marvels
Key Account Manager

(Jan 2016 - Apr 2022)

- Led a team to acquire multiple clients that contribute to the sales revenue. Create and establish a well-qualified pipeline of prospective managed service opportunities by maintaining professional relationships with key decision-makers. Generating new revenue streams and encouraging repeat business.
- We at D-Super Marvels help children between 5-16 years, learn better and understand the concept of adaptive learning with holistic child development programs through our workshops. It enables us to respond positively to change and supports dynamic growth through iterative adjustment.
- Programs: Assessment of Personality Type, Learning Style & Learner's Type, Multiple Intelligence Mapping, IQ, EQ, CQ & AQ, Sound Wave Therapy, Brain Gym, Eye Gym, Super Brain Yoga, Breathing Techniques, Law of Attraction, Water Therapy, Affirmations, Speed Reading Techniques, Super Memory Techniques, Full Filled Gaming Experiences, Parent Orientation and Counselling Sessions.
- Our Mission is to provide unique learning techniques for kids and develop the skills they need to succeed in school with equity in academics, opportunity and emotional well-being for all the children.

Exchange4media
Senior Executive Client Servicing

(Jun 2013 - Nov 2015)

- Assisted in generating over 2.2 Crores for the Southwest, Northwest, Southeast, Mid-West, and Northeast Account Territories.
- Managed portfolio consisting 20 client accounts, most of being Fortune 50 firms.
- Provided exceptional service to clients throughout the sales cycle, performed needs analysis, consulted on contractual issues, addressed technical concerns and maximized business opportunities.
- Honed skills like building and liaising key account relationships and closing high-value leads.

Maximus & Mice Media Solutions Pvt. Ltd.
Intern Client Servicing

(Apr 2013 - Jun 2013)

- Overlooked multiple events for different clients and ensured the execution of services including, but not limited to RSVP, conducting logistics, public/guest safety, cleanliness of the facility, ballroom/hall set-up, and artist management.

Education

EMDI Institute of Media and Communication Post Graduate Degree in Event Management & Activation	2013
Guru Nanak Khalsa College Bachelors in Science - Zoology (Herpetology)	2012
S. K. Rai College Higher Secondary Certificate	2009
Adarsha Vidhyalaya High School Secondary School Certificate	2005

Personal Details

Date of Birth	9 th March 1989
Nationality	Indian
Religion	Hindu

Declaration

I hereby declare that the above written particulars are true to the best of my knowledge and belief.

Devraj Mistry