


# Dhwani Thacker

Thane, Maharashtra, India

 dhwanithacker97@gmail.com

 +91 9819074774

 [linkedin.com/in/dhwani-thacker-a9186a151](https://www.linkedin.com/in/dhwani-thacker-a9186a151)

## Summary

A driven professional with a proven track record of fulfilling organizational objectives through proficient and methodical practices. Demonstrated expertise in thriving under high-pressure situations and adapting to dynamic circumstances to bolster the brand image. Committed to establishing positive connections and promoting the brand via inventive and visionary strategies. Highly motivated and diligent in achieving success.

## Experience

### Account Coordinator

Allison

Jul 2023 - Present (3 months)

- Tracked and coordinated compilation of client and industry press clippings and client reports
- Coordinated and executed media mailings
- Conducted entry-level media relations with guidance from AE/SAE; pitching news announcements and conducted follow-up via phone and email
- Conducted research on behalf of clients and the firm
- Written first drafts of press materials and media pitches
- Supported event logistics and execution, including on-site support for team and client
- Spearheaded admin duties for the team including client weekly and monthly reporting, weekly calls, schedule management, etc.
- Supported office management and organization (i.e. weekly supply orders, organizing supply closet, liaising with vendors, etc.)
- Taken direction well and followed through with a medium level of supervision
- Maintains excellent communication with the team
- Promoted and upheld Allison's core values

### Marketing Associate

Retailers Association of India (RAI)

Sep 2022 - Jun 2023 (10 months)

- Proactively managed and maintained data to ensure accurate and efficient marketing operations
- Successfully executed and coordinated numerous events, showcasing exceptional organizational and multitasking skills
- Authored and published 5 high-quality articles in the Storai magazine, demonstrating exceptional writing and editorial abilities
- Demonstrated expertise in marketing communication, effectively conveying key messages to target audiences.

### Brand Executive

W.A.Y.S. Marketing Solutions

Mar 2022 - Aug 2022 (6 months)

- Spearheaded social media management for high-profile accounts including RAI, SHOTT, and P.A.G.E.
- Coordinated internal teams to ensure seamless execution of marketing campaigns and initiatives.
- Leveraged expert proficiency in Microsoft Office applications to streamline operations and increase productivity.
- Conducted comprehensive social media analytical reporting to inform strategic decision-making and optimize brand performance.



## **Junior Social Media Associate**

Dingbat

Aug 2021 - Mar 2022 (8 months)

- Spearheaded the management and creation of strategic social media calendars, including crafting engaging captions and posts, for diverse clients across various industries
- Developed compelling copy for a range of deliverables, such as collaterals and wedding invitations, to meet clients' unique needs and goals
- Skillfully managed social media retainers for clients, ensuring timely and effective execution of campaigns and initiatives



## **Floor Associate**

McDonald's

Mar 2020 - Apr 2021 (1 year 2 months)



## **Research Associate**

MMR Research

Sep 2018 - Mar 2020 (1 year 7 months)

- Ensure the accuracy of links within online surveys and direct respondents to the correct questions
- Check and analyze data in Excel for various global projects
- Chart and analyze data in PowerPoint using various chart types for clients' presentations
- Verify data on tables matches charted data, including charts created by others
- Review charts for typographical errors and ensure consistency in colours, fonts, and layout styles
- Provide administrative support to senior management and other CSD teams as needed
- Train new associates and promote a positive working environment for all staff at MMR.



## **Marketing Intern**

Viviana Mall

May 2017 - Jun 2017 (2 months)

- Coordinated marketing activities and collaborated with office staff to ensure seamless execution.
- Managed promoters and effectively handled customer interactions and feedback.
- Maintained inventory for vouchers and gifts.
- Efficiently managed data and conducted dipstick research for the company.
- Coordinated loyalty programs and brainstormed new ideas for corporate social responsibility activities.
- Spearheaded a customer service enhancement initiative for optimal client satisfaction.
- Conducted signage audits to ensure compliance and consistency in brand messaging.



## **Administrative Assistant**

## Ankush enterprises

Oct 2016 - Jan 2017 (4 months)

- Collaborate with office staff to execute administrative tasks
- Efficiently produce vouchers for expenses
- Facilitate communication with clients to ensure timely payment collection
- Meticulously manage data to ensure accuracy and organization.

## Education



### Massey University

Master of Management, Marketing

2020 - 2021

- The research report on Air New Zealand.
- Majored in Marketing, Interpersonal Communication at work and Current issues in business subjects.
- Thesis on market research and its importance for marketing a product
- Class advocate.



### GrowthSchool

Certificate, ChatGPT 101

Jun 2023 - Jun 2023



### R. A. Podar College of Commerce & Economics

Bachelors of Management Studies, Marketing

2015 - 2018

- Coordinated for Moneta college festival.
- The research report on the internship done in the duration of the 5th semester of college.



12th standard, Science

2014 - 2015



10th Standard, Science

2012 - 2013

## Skills

Web Content Writing • Media Relations • People Management • Public Relations • Team Coordination  
• Event Marketing • Event Management • Data Management • Magazine Articles • Article Writing