



ELVINA DMELLO

PERSONAL PROFILE

Hi! I'm Elvina Dmello — a strategic marketing enthusiast and I am currently pursuing a Postgraduate Certificate in Strategic Marketing and Communication at Conestoga College, Waterloo. I hold a Bachelor's degree in Mass Media with a specialization in Advertising. Furthermore, I have hands-on experience in client servicing and brand communication across various industries, including entertainment, pharmaceutical, and technology.

My current aim is to transition into a dynamic digital marketing role where I can apply my strategic thinking, creativity, and client-focused approach to build impactful campaigns. I am passionate about storytelling, brand building, and using data-driven insights to enhance marketing performance. I thrive in a fast-paced environment where creativity and strategy intersect. My goal? To become a dynamic digital marketer who crafts campaigns that not only perform — but connect.

WORK EXPERIENCE

SENIOR CLIENT SERVICING – AMBEST BRAND COMMUNICATION

Aug 2023 – Feb 2024 | Mumbai, India

Managed 12+ brand campaigns across Mainline and Pharma sectors, contributing to a 20% increase in client engagement.

Translated client briefs into actionable strategies by aiming to reduce internal turnaround time.

Crafted internal communication materials based on deliverables required that improved team clarity and reduce revision cycles by 20-25%.

Conducted competitor analysis and brand audits that directly influenced positioning strategies for new product launches.

Maintained a 95% client satisfaction rate through proactive communication and issue resolution.

SENIOR ACCOUNT EXECUTIVE – PENTACLE DESIGNS

Oct 2021 – Jul 2023 | Mumbai, India

Led over 20 quarterly campaigns, achieving an average 30% growth in client ROI across projects.

Developed 10+ case studies that helped secure 3 new high-value clients. (Abbott, Sunpharma, Cipla)

Collaborated with creative teams to help deliver campaigns 15% faster than projected timelines.

Supported brand revivals that resulted in a 25% uplift in brand recall and visibility.

Conducted post-campaign reviews that identified optimization opportunities, improving future campaign efficiency.

Brainstormed with the internal teams to suggest new campaign and creative ideas on existing brands to increase brand recall by at least 20% each quarter.

CONTACT

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TECHNICAL SKILLS

Digital Marketing Tools:
Google Analytics, Mailchimp,
WordPress, Statista

Design & Creative Tools:
Photoshop, Illustrator, Canva,
Premiere Pro (Basic)

Project Management:
Microsoft Office Suite

PERSONAL SKILLS

Customer Success & Onboarding
Training & Excellent Communication
Project Management & Coordination
Meeting deadlines
Critical and Creative thinking
Planner
Self Motivated
Adaptive Learner and Flexible
Sincere
Project Manager
Strategic Planning & Brand
Positioning
Concept Development & Visualizer
Client Research & Development
Cross-functional Collaboration

EDUCATION

Postgraduate Certificate in Strategic Marketing and Communication

Conestoga College, Waterloo | 2024–2025

Postgraduate Certification in Media and Event Management

Mumbai University | 2018–2019

Bachelor of Mass Media – Advertising

Mumbai University | 2016–2018

Academic Highlights:

- Backed an Internship at Radio Mirchi (Entertainment Network India Limited) through scholarship placements in Postgraduate
- Voted as Vice Chairperson for Cortokino (International Short film-making festival) Event of Thakur College of Science and Commerce (2017 – 2018)
- Selected as the Public Relations Sub-head for Cortokino (International Short film-making festival) Event of Thakur College of Science and Commerce (2016 - 2017)
- Led promotional campaigns and media outreach for college events.

INTERESTS / HOBBIES

- Dancing
- Reading
- Cycling
- Swimming
- Travelling
- Photography
- Music
- Networking
- Hiking/ outdoor activities
- Volunteering Cooking

ASSOCIATE CLIENT SERVICING – TRULY COMICAL

Nov 2020 – Jun 2021 | Mumbai, India

Executed 15+ digital campaigns, increasing client social media engagement by 40%.

Built pitch decks and case studies that contributed to onboarding 2 new artist collaborations.

Coordinated 5+ client events with zero logistical errors and 100% on-time delivery of assets.

Maintained consistent communication with 10+ stakeholders, improving workflow transparency and reducing delays.

MANAGER CLIENT SERVICING – RADIO MIRCHI (ENIL)

Jul 2019 – Jul 2020 | Mumbai, India

Managed 8 major campaigns including Gaana Campus Radio and Gulf Oil promotions, reaching over 1 million listeners.

Advised clients on media strategy that led to a 22% increase in campaign reach.

Organized 10+ public events and media interactions, resulting in 100+ press mentions and coverage.

Developed internal and external communication materials that improved brand consistency across channels.

Strengthened client relationships, contributing to a 25% increase in repeat business.

Campaign Highlights:

Gaana: Campus Radio

Asian Paints Mobile Solutions: Radio Rangeela

Gulf Oil Mobile Solutions: Jamoora Tesan

Movie Promotion - Gulf Oil: Street Dancer Challenge

INTERN – CLIENT SERVICING – RADIO MIRCHI (ENIL)

Nov 2018 – Jun 2019 | Mumbai, India

Supported the execution of 1 national campaign called SBI Green Marathon across 15 cities in India.

Generated 500+ leads through outreach and telephonic campaigns.

Managed daily social media updates that increased follower engagement by 10%

Assisted in ideation for city-specific marathons, contributing to a 10% increase in local participation.

ACHIEVEMENTS

ACEF Global Customer Engagement Forum and Awards (2020)

Gulf Oil Jamoora Tesan

Gulf Oil 4T plus presents the Street Dancer Challenge powered by Filmy Mirchi.

CAREER GOALS AND ASPIRATIONS

Short-Term Goal: To successfully transition into a customer success-focused role where I can apply my strategic communication and client servicing experience to enhance onboarding operations, drive customer satisfaction, and contribute to cross-functional collaboration..

Long-Term Goal: Lead integrated marketing strategies that combine creativity, analytics, and user-centric design. I aim to work in environments that value innovation, collaboration, and continuous learning.

My passion lies in creating meaningful brand experiences and connecting with audiences through storytelling and strategic communication.

PROFESSIONAL DEVELOPMENT

Current Studies: Strategic Marketing and Communication at Conestoga College, with practical exposure to industry-standard tools and platforms.

Software Proficiency Gained Through Coursework: Google Analytics, Mailchimp, WordPress, Photoshop, Illustrator, Canva, Statista, Premiere Pro (Basic)

Capstone Project: Integrating strategic planning, branding, and digital execution using tools like Google Analytics and Canva.

Planned Certifications: Google Analytics (Advanced), WordPress CMS, UX Design Fundamentals