

# **NICHEL D'SOUZA**

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## **PERSONAL STATEMENT**

Experienced Account servicing professional who has been in the advertising industry for the last 4 years. I have successfully pitched new campaigns to the clients on all 3 media vehicles (Digital, print and TV).

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## **PROFESSIONAL STRENGTHS**

- Two years of professional experience as Advertising Account Manager
  - Excellent verbal and written communication skills
  - Knowledge of Microsoft tools like Word, Excel, PowerPoint
  - Supervised and monitored a team of account professionals
  - Possess good management and organizational skills
  - Ability to maintain and build good relationship with clients
  - Ability to work under pressure and in a high paced work environment.
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## **PROFESSIONAL EXPERIENCE**

**Interpublicity Pvt.Ltd – Mumbai**

**July 2014 – To Present**

**Account Manager**

- Managed various ad campaigns across multiple platforms(Digital, Print and TV)
- Directed necessary actions to be taken by the account team
- Closely monitored the progress of the advertising projects for various clients simultaneously and effectively
- Regular communication with clients to bring them up to date with vital campaign updates
- Mentored and supervised junior account executives and monitored their performance
- Interviewed and trained new account executives

**Accounts worked on:**

SBI, Air India, MTNL, Dena Bank, IDBI, NABARD, MGL.

**Campaigns worked on:**

SBI Womens Loan Campaign (Print, Digital), SBI SME ABL Campaign (Print, Digital), SBI Debit card Diwali offer 2015( Print), Air India Mumbai to Delhi offer (Print, Radio, Digital), SBI Railway and Union

Budget campaign 2015 and 2016 (digital), SBI Gold loan TVC, SBI Alternate channel AV, IDBI express launch, SBI Town hall meeting.

**Sanjeevani Advertising Co., Mumbai**

**July 2012- Feb 2014**

#### **Account Executive**

- Putting together campaign presentations & presenting it to the clients.
- Meeting up with clients and understanding their background and the client's goal for the brand.
- Responsible for writing client reports and internal briefs
- Assessing the client feedback, evaluating areas of improvements for evolving newer growth patterns of the brand.
- Debriefing the team on the client requirements.
- Giving Monthly reviews to the Top Management on the number of activities and campaigns approved by the client.

**iWeb Technology Pvt Ltd.**

**Feb 2011- May 2011**

#### **Marketing and Brand Promotion Intern**

- Worked on promoting the company's product - 'Educational Management System' (EMS)
- Identified leads through cold calling.
- Assisted product demonstration with prospective clients.
- Successfully generated 6 leads

**Hutchison 3 Global Service, Australia Inbound Process**

**July 2009- May 2010**

#### **Customer Service Relation**

- Ensured and maintained a high standard of customer service
- Improved service quality and productivity by following up with pre- identified customers on the service experience.
- Generating and developing leads through proactively contacting customers.

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#### **EDUCATION / AFFILIATION**

- MBA (Marketing)- ICFAI Mumbai
- BSc (IT)-St. Andrews College Mumbai
- Electrical Engineering (Diploma)- Shri Bhagubhai Mafatlal Polytechnic, Mumbai
- HSC Board- Dr Antonio D'silva Technical, Mumbai

- SSC Board-Stanislaus High School, Mumbai
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### PERSONAL DETAILS

- DOB: 9<sup>th</sup> November 1984
  - Language : English, Hindi, Marathi
  - Hobbies : Reading, Football, Cooking
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REFERENCES AVAILABLE UPON REQUEST