




ASHI CHAVAN

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Professional Summary

To be a part of an organization that is in constant pursuit of a mission to ignite thought provoking and meaningful change in the world. Seeking opportunity in a challenging environment that will enrich my existing skills and expertise while being resourceful, creative and innovative, thereby contributing to the growth of the organization. Past experience includes a blend of creative and administrative abilities that unleash a zest for meaningful writing as well as strategy.

Core Competencies include:

Social Media Posts • Digital Marketing • Web Content • SEO • Google AdWords • Copy Writing • Campaign Development • PowerPoint Proficiency • Proof Reading and Editing • Creative Strategy • Calendar Management • Program Planning and Development • Administrative office functions • Interviewing • MS Office

Work Experience

Recent Work: Travelled to Los Angeles and was freelancing as a Creative Consultant for the branding of a food packaging company Sanjeev Flexi Pack Pvt. Ltd, Mumbai. At the same time developed content & strategy in the health sector as well.

Communications/Advertising

Goldmine Advertising Limited • Copy/Content Writer

August 2014 – October 2014

Goldmine is one of India's leading advertising agencies with over 2 decades of experience in providing advertising and media solutions to a diverse range of fundamentally strong clients that include Amul, Godrej, Durian, JM Financial, MTNL, Bank of India, Maharashtra Tourism, Goa Tourism etc.

Highlights:

- Won the Digital account for Durian Furniture by pitching an integrated print and digital product launch campaign, with extensive research and analysis about the target audience and competitors activities in the market. This project generated a sales revenue of Rs. 24 lakhs annually.
- Primarily developed the copy & content for the Social Media Account of Durian Furniture and MTNL.
- Involved in leading the creative strategy team by developing the pitch for business development.
- Adept in discerning project requirements and managing the daily work flow of concurrent projects to ensure deliverables are completed on time, on budget and on strategy.

Six Inches Communication Pvt. Ltd • Copy/Content Writer

June 2013 – September 2013

Since its inception in 2004, Six Inches Communication has helped dozens of brands worldwide from every major vertical. Six Inches provides outdoor, print and digital media solutions to brands like Kingston Technology, MF Global and many more.

Highlights:

- Developed the synopsis, reviews and blogs of Bollywood Films for www.ClapsnSlaps.com, a movie review and analysis portal. The interesting part was devising the strategy, features, functionality and aesthetics of the website from scratch.
- Primarily managed the Digital Account of Kingston Technology India, a leading U.S multinational that generated revenue of Rs. 30 lakhs annually. Developed the copy/content for social media posts, contests and weekly reports that were presented to the client on a weekly basis.
- Implemented the offline campaign named “Keeping Memories Alive” digitally with a daily hashtag theme that led to Facebook Page likes increasing from 8,000 to 50,000 in a period of 2 months “without” paid or sponsored advertisements.

Administration/Content

smmart Training and Consultancy Services Pvt Ltd • Content Writer

August 2012 – March 2013

smmart is a dynamic training and consultancy company that offers Training, Field Support, Mentoring, Enablement Service, Consultancy and Counselling to Entrepreneurs across all evolution phases of their business growth cycle. smmart has a glorious history of over 14 years in training and inspiring over 4000 entrepreneurs across a vast spectrum of industries (Real estate , Retail , Jewelry , Engineering , Chemical , Service...) to create success stories.

Highlights: Also worked as Executive Assistant to CEO

- Prepared Minutes of all internal and external meetings with thorough follow ups on actionable tasks of the meetings for the concerned person. Managed events and seminars.
- Well versed in scheduling the appointment calendar and coordinating management meetings, business calls, special events and travel arrangements.
- Experienced in interviewing, reports submission, documentation and liaising between departments.
- Proficient in attending customer requests, queries and complaints.
- Executed content development for various corporate trainings, entrepreneur coaching & leadership programs.
- Conducted research by implementing strategies from various books like Spin Selling, Mastering the Rockefeller Habits, Common Denominator of Success, Managing Oneself, Quality Service etc to develop the presentations, modules and contents for corporate strategy and consulting.
- Single- handedly generated a sales revenue of Rs. 3 lakhs.

Freelance Contract Based Projects

- Shot Formats Digital Productions: Written photo, video and text stories for a Bollywood Entertainment News Daily. <http://www.biscoot.com/showtym> (April 2014 – July 2014)

Education

Bachelor of Commerce

University of Mumbai 2011

Interests

Writing Poetry and Short films, Avid reader and Movie buff, Coldplay, Playing Cricket and Travelling.
