



ASHMITHA SHETTY

Associate Brand Services Director

PERSONAL BACKGROUND

Experience of 5+ years in account management.

Conceptualized, sold and delivered integrated marketing campaigns across different platforms.

Fostered healthy, effective and profitable client relationships.

EDUCATION QUALIFICATION

Welingkar Institute of Management Studies

Post graduate program in Media and Entertainment

Mithibai College

Bachelors in Financial Markets

K.C College of Commerce

HSC in commerce

Dr S Radhakrishnan Vidyalaya

SSC

WORK EXPERIENCE

Associate Brand Services Director

Law & Kenneth Saatchi and Saatchi | Sept 2021 - Present

Brands Handled - Reliance Digital, Jindal Steel and Power Ltd, Chandak Builders, Zepto and Transcon.

- End to end management of print, new launches & BTL activities
- Conceptualisation and Execution of Festival of Electronics, one of the biggest pan India campaigns for Reliance Digital

Senior Client Servicing Executive

FCBInterface Communications | Feb 2018 - Aug 2021

Brands Handled - Lakme India, Agro Tech Foods Ltd (ACT II Popcorn, ACT II Snacks, Sundrop Peanut Butter, Sundrop Oils), Godrej Properties Ltd, Lotus Dairy, Shree Cement.

Projects - Govt of Telangana, Aditya Birla Fibres, Wedding.com.

- Partner with clients in new product development & brand building through mainline and digital campaigns
- End to end management of print, product launches & BTL activities
- Managed TVC/AV, photoshoots - still and model inclusive of creative ideation collation of creative components, vendor and logistical management and co-ordination with the production houses
- Conducted consumer research, went for regular market visits, mapped competition and developed briefs to initiate 360 degree

ACHIEVEMENTS

- Awarded FCB India's Shining Star, 2020
- Recognition of efforts and contribution towards the marketing plan in Agro Tech Foods limited.

SKILLS

- Excellent interpersonal skills
- Highly motivated
- Consistent and organised
- Quick learner
- Team player
- Positive approach

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campaigns.

- Responsible for finances /clearance of all outstanding payments on all the brands
- Played an integral role in new business pitches over and above regular brand responsibilities.

Client Services Executive

Synapse Marketing Consultancy | Aug 2017 - Jan 2018

Brands Handled - Glenmark, Abbott, Cipla, Suburban Diagnostic.

- Responsible for packaging and new launches for all new pharma products
- Extensive research of products to create marketing deliverables for Doctors and MR's

Intern

Water Communication | Feb 2016 - Aug 2016

Brands Handled - Tata AIG, Dr Batra, Krisna All Suites Stay

- Participated in the execution of ATL & BTL campaigns
- Thorough competition analysis of the brands
- Market Research

Executive Trainee

All Cargo | Jun 2015 - Jan 2016

- Part of the human resource team
- Worked on Training and Development, Employee Engagement Activities and Recruitment processes
- Introduced and organized 2 new initiatives