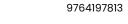


SWATI TRIPATHI

Branding, Content Management & Customer Service







Strong Communication Skills, adept at Customer Satisfaction and Internal Team Development. Extremely good at Coordination and Vendor management.

Professional Summary

• 10 years of relevant experience in Customer Service ranging over Telecom, Lifestyle & BPO Industries with excellent Communication Skills, Creative & Content Management. Add on knowledge & experience in Brand Management & Administration. Creative Mind. Conceptualisation & Visualisation of Campaign across various Industries.

Career Timeline

Sep 2021 - Jan 2024 Jun 2014 - Mar 2017 Nov 2012 - May 2014

Nov 2010 - Nov 2012

Oct 2008 - Oct 2010

May 2007 - Aug 2008

Aug 2005 - Feb 2007

Jan 2003 - Jul 2005

Feb 2001 - Dec 2002

Unique Advertising

Head-Brand Marketing & Admin

Marketing Consultant

Freelance

Sr. Customer Care Officer

Convergys India

Marketing & Brand Manager

Shrine Adtek Solutions

Brand Manager (Pan India)

Essel Group Enterprise (Smart Wireless Pvt. Limited)

Senior Executive - Marcom & Events

3 Global Services Pvt. Limited

Senior Executive - Marketing Communications

Tata Indicom

Assistant Brand Manager - Marcom/ **Events & Promotions**

Citywalk Shoes

Client Service Executive

Shells Advertising Inc.

Work Experience



Head-Brand Marketing & Admin

Unique Advertising

Workdone:

- Liaising with creative and media agencies to ensure alignment and execution
- Developing and executing comprehensive brand strategies on a national
- Overseeing organizational administration including employee development programs, recruitment, and customer service initiatives
- Coordinating with corporate brands for their media campaigns and ensuring synergy between internal and external stakeholders

Soft Skills

Creativity Problem Solving Adaptability

Coordination Effective Communication

Team Collaboration

Deadline Management

Content Management

Technical Skills

CRM Software Proficiency Social Media Platforms Data Analysis Tools Project Management Software MS Office Suite



Core Competencies

- Client Relationship Management
- **Brand Management**
- Team Leadership & Development
- **Budgeting and Cost Control**
- Strategic Planning & Execution

Education

- Diploma in Yoga Education Yoga & Consciousness Centre, APS University, Rewa 2016 - 2017
- Masters in Advertising and Public Relations Management (MASSCOM) Institute of Management Studies (IMS), DAVV, Indore 1998 - 2000
- B.Sc. (Electronics) Holkar Science College, DAVV, Indore 1995 - 1998

Languages



Hobbies

Photography Music Yoga Movies

Achievements

Conceptualizing and implementing targeted marketing and media campaigns

Achievements

- Successfully managed a pan-India brand marketing campaign that increased brand recognition and market penetration
- Implemented employee developmental programs contributing to improved organizational health and hygiene
- Recognized for exceptional performance with appreciation certificates across different roles.
- Instrumental in managing significant marketing budgets and running successful campaigns for industryleading brands.

Jun 2014 - Mar 2017

Marketing Consultant

Freelance

Workdone:

- · Conducted budget planning for marketing operations and provided comprehensive support to internal stakeholders
- · Served as the primary point of contact for a major client in the elevator industry, managing marketing and media plans
- · Formulated communication strategies tailored to brand positioning and target segments, content writing, content marketing

Achievements

· Successfully executed marketing plans that resulted in increased client satisfaction and service quality

Nov 2012 - May 2014

Sr. Customer Care Officer

Convergys India

Workdone:

- · Provided feedback to teams, organized training workshops, and monitored communication trends to enhance service quality
- Functioned as a Communications & Content Coach for Microsoft Office365, formulating and executing communication strategies

Achievements

• Received an appreciation certificate for outstanding performance and efficiency

Nov 2010 - Nov 2012

Marketing & Brand Manager

Shrine Adtek Solutions

Workdone:

- Strategically planned brand marketing activities, managed content creation ,managed customer service, and coordinated with clients for feedback
- · Devised brand specifications and positioning for communication campaigns and developed marketing budgets

Achievements

• Key member of the team that defined the target market segment and marketing strategy, effectively managing a significant campaign budget

Oct 2008 - Oct 2010

Brand Manager (Pan India)

Essel Group Enterprise (Smart Wireless Pvt. Limited)

Workdone:

- · Coordinated with agencies for advertising and media planning, and supported sales teams with market insights
- Led the creative conceptualization & content building & coordination for brand campaigns and website design, ensuring alignment with brand guidelines

Achievements

· Managed a 1 Crore budget for the All India launch campaign, significantly contributing to the brand's successful introduction

May 2007 - Aug 2008

Senior Executive - Marcom & Events

3 Global Services Pvt. Limited

Workdone:

• Facilitated coordination between department leaders and stakeholders to achieve brand objectives

 Planned and maintained marketing budgets, engaged in advertising/media planning, and ensured all communications met brand standards

Achievements

· Led a successful brand launch campaign and managed substantial budgets for branding and promotional activities

Aug 2005 - Feb 2007

Senior Executive - Marketing Communications

Tata Indicom

Workdone:

- · Supported sales team initiatives and organized events to increase brand awareness and customer engagement
- Instrumental in the conceptualization and execution of creative content based campaigns, media scheduling, and budget management

Achievements

Successfully implemented BTL plans resulting in significant sales growth and market impact

Jan 2003 - Jul 2005

Assistant Brand Manager - Marcom/ Events & Promotions

Citywalk Shoes

Workdone:

- · Coordinated with store managers for visual merchandising and conducted regular photo shoots
- Managed communication activities, content writing, promotional events, and celebrity endorsements to enhance brand presence

Achievements

· Secured a prestigious sponsorship deal and managed seasonal advertising and event budgets effectively

Feb 2001 - Dec 2002

Client Service Executive

Shells Advertising Inc.

Workdone:

- · Managed media coordination and promotional activities to bolster client presence in the market
- Facilitated collaboration between clients and the creative team for campaign development, content creation & content management

Achievements

Managed key accounts and played a crucial role in the successful launch of marketing campaigns