



SWATI TRIPATHI

Branding, Content
Management & Customer
Service

9764197813

swateetripathi@gmail.com

Rewa



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	Head- Brand Marketing & Admin Unique Advertising
Jun 2014 – Mar 2017	Marketing Consultant Freelance
Nov 2012 – May 2014	Sr. Customer Care Officer Convergys India
Nov 2010 – Nov 2012	Marketing & Brand Manager Shrine Adtek Solutions
Oct 2008 – Oct 2010	Brand Manager (Pan India) Essel Group Enterprise (Smart Wireless Pvt. Limited)
May 2007 – Aug 2008	Senior Executive – Marcom & Events 3 Global Services Pvt. Limited
Aug 2005 – Feb 2007	Senior Executive – Marketing Communications Tata Indicom
Jan 2003 – Jul 2005	Assistant Brand Manager – Marcom/ Events & Promotions Citywalk Shoes
Feb 2001 – Dec 2002	Client Service Executive Shells Advertising Inc.

Work Experience

Sep 2021 – Jan 2024	Head- Brand Marketing & Admin Unique Advertising
Workdone:	
<ul style="list-style-type: none">Liaising with creative and media agencies to ensure alignment and execution of brand visionDeveloping and executing comprehensive brand strategies on a national scaleOverseeing organizational administration including employee development programs, recruitment, and customer service initiativesCoordinating 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

- English
- Marathi
- Hindi

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 industry-leading 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