AYESHA KELSHIKAR



Ayesha Kelshikar



14th July, 1993



Hiranandani Estate, Thane 1



9619882012/8369678014





PROFILE

Dynamic and motivated professional with 3 years of experience in various aspects of Marketing. A generating of building record and relationships, managing operations, events & PR from concept to completion. Designing strategies, for Branding to success. Skilled in Client servicing and operational management, demonstrating exceptional communication skills, and making critical decisions during challenges.



WORK EXPERIENCE



Manager - Marketing and Client Servicing- Grooming Babies Global Pvt Ltd

July 1st, 2018- Present



Marketing and Social Media Volunteer

April 13th 2020- Present

Accounts Executive- Mavcomm Consultancy (Mumbai)

July 3rd,2017 - July 1st, 2018



Public Relations Intern -Mavcomm Consultancy (Mumbai)

June 16th 2016 - August 5th 2016



CLIENT ASSOCIATIONS











EDUCATION

MBA-2017

Institute - Whistling Woods International University- Bharti Vidyapeeth University + Tata Institute of Social Sciences

BMS- 2014

Institute- Institute of Management and Computer Studies (IMCOST) University - University of Mumbai



IMPACT DELIVERED

Grooming Babies Global Pvt Ltd

Worked on Client Rustomjee Developers and as a Marketing professional for Grooming Babies Global Pvt Ltd

Role for Rustomjee Developers

- Preparing quarterly plans for kids events for Rustomiee Developers
- Planning, conceptualizing and executing kid's events for Rustomjee Developers. This includes their Thane and Mumbai projects.
- Marketing the events in through on ground activations and on social media platforms
- Public Relations in reputed Newspapers

Role for Grooming Babies Global Pvt Ltd

- Content conceptualization for the events
- On ground Marketing, Digital marketing and Public Relations for kids events .
- Organized and handled the operations for the event Junk art Festival, Under the Peepal Tree and Ramleela- relive the story theatre.
- Media Relations and editorial Coverage's in papers like Bombay Times, Mid-Day, Loksatta, Asian Age for our events
- Brand Building for Grooming Babies through social media, Marketing

Citizens for Animal Protection

Volunteering as a Marketing, Content creation and managing Social media.

- Event coordination and execution for Fundraiser towards animal Welfare
- Public Relations and media relations for the NGO
- NGO presentation creation
- Influencer collaborations for fundraiser

Mavcomm Consultancy (Mumbai)

Worked on Clients from Automotive sector (Audi India), Entertainment (Chrome Pictures), and FMCG (Anchor Health and Beauty Care).

Role for Audi India

- Initiated Social Media Marketing for Audi India
- Managed and facilitated media interactions during press conferences for the Brand and the India Head
- In terms of documentation- daily newsletter, Electronic Report, Shuttle list, Coverage Reports, Coverage Tracker, Ideation PPT and internal Presentations.
- Ideation and PR Plan for new product launches (New Audi Q5)

CERTIFICATION AND ACHIEVEMENTS

- Alliance Française de Bombay Level A1 to B1
- DELF level A1
- LinkedIn Learning Certification
 - Managing Brand Reputation
 - Writing a Marketing Plan

EXTRA-CURRICULAR ACTIVITIES

- Working with Animal Welfare NGO Citizens for Animal Protection during the lockdown- Year- 2020
- Volunteer at a NGO named Pet Owners and Animal Lovers (PAL) Year- 2017
- Participated and won competitions (debate) at graduation level.
- Anchoring for college cultural festival 'GENESIS' at graduation level.

Role for Chrome Pictures

- Client Servicing for Chore Pictures as a Brand and handling their Social Media platforms
- Prepared Monthly PR Plans
- Media Relations for brand and founder profiling and preparing Coverage Reports for the Brand
- Press Release and Authored Article drafting for Chrome Pictures

Role for Anchor Health and Beauty Care

- Client servicing and ideation for Anchor as a Brand and managed their Social Media Handles
- Prepared Monthly PR Plans
- Media Relations for profiling of spokespersons and brand
- Preparing Monthly Plans
- Public Relations Intern Mavcomm Consultancy (Mumbai)
- Assisted in client handling which included APMT, Maersk and Ten Degree North. And Audi India
- Research for feature film Vikrant Pawar (Director) Mumbai (23rd January 2017- 30th January 2017)
- Located the chronology of a political event and its socio – political impact through articles, reviews and interviews

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