



PROFESSIONAL QUALIFICATION

MBA – International Business (Marketing Communications) from
Symbiosis International University, Pune Batch 2015 – 17

Bachelors of Journalism & Mass Communication from
JIMS, Vasant Kunj affiliated from IP University, Dwarka, New Delhi Batch 2011 – 14

Science (Non-medical), schooling from
SBM Senior Secondary School and Notre Dame Convent School from CBSE, New Delhi



WORK EXPERIENCE (5 YEARS)

McCANN WORLDGROUP, New Delhi (Oct 2017 – Till Date)
Account Manager (Nestlé Ceregrow, GSK Horlicks Protein + NutriTrack, Becton & Dickinson and Boston Scientific)

McCANN WORLDGROUP, New Delhi (Feb 2016 – Oct 2017)
Senior Account Executive (Nestlé BABY&me, Nestlé Start Healthy Stay Healthy, Infant Cereals, Healthcare at Home, Coca-Cola Hydration Project and NACO)

JWT - CONTRACT ADVERTISING, Gurugram (May 2015 – Feb 2016)
Account Executive (TATA Teleservices, TATA Indicom, TATA Docomo, Business Media Group - Fortune India Magazine)

McCANN WORLDGROUP, New Delhi (Jun 2014 – May 2015)
Management Trainee (Coca-Cola, Nestlé BABY&me, Nestlé Start Healthy Stay Healthy)

- + Marketing Research: Researching and gathering data to develop well-informed strategic communication plans across mediums
- + Channel Marketing: Managing localized print and event communications of all media channel for clients, across zones
- + International Business Partnerships: Developing global and local launch communications for brands in different regions (including but not limited to TVC, Digital Film and Print/POSMs)
- + Strategy Development: Created and executed digital marketing strategy to drive brand awareness. Producing cohesive plans to improve success of brand campaigns digitally
- + Ideation & Strategy: Leveraging consumer insight to develop communication for retail placement in-line with 4 Ps
- + Marketing Activation: Conceptualising and organising a multi-city experiential marketing and media technology workshop cum event for Nestlé – HTTP (Healthcare Technology Transformation Platform) that along with looking after and managing all the print communications around the event with client partners
- + Production: Producing high quality TVC/Digital AV content through top-notch vendor interactions in the market along with partner client



TRAININGS & INTERNSHIPS

PUBLICIS CAPITAL, Gurugram (Oct 2013 – May 2014)
Client Servicing – Management Trainee (Maggi Bhuna Masala, SOS Children's Villages of India, Apollo Tyres)

OGILVY & MATHER, Gurugram (Jul 2013 – Sep 2013)
Intern (Pernod Ricard and KFC)



PROFESSIONAL SKILLS

- + Depth of experience with integrated communications and account/client relationship management
- + Detail-oriented team player with good organisational skills and strong project management capabilities
- + Eye to identify tactical and strategic media channel opportunities for brand awareness and consumer growth
- + Strong influential and cross-functional coordination abilities combined with great communication skills
- + Proven project management, relationship building, creative development, and executional skills.
- + Strong interpersonal skills, logical and strategic thinking abilities
- + Interpretative problem-solving aptitude



INTERESTS

Travel enthusiast by nature and highly ambitious by will.

Political views: Agnostic but liberal



PERSONAL INFORMATION

S/o Mr K. B. Srivastava, born on 27 December, 1991
Male, Bachelor with English language proficiency.



WHEREABOUTS

shankdelhi@live.com
+91 9818382971

Linkedin.com/in/**shankdelhi**
Resides at New Delhi, open to relocate.



Scan code to see
about.me/shankdelhi

###