

Manisha Bachhawat

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1807 Zenith Herbert Street

CF10 4DG

SUMMARY

I am a highly motivated professional who is passionate about creating ads that people don't skip. Always one step ahead of trends, I'm a marketer who knows what's next before it becomes the next trending hashtag. Armed with a keen eye for detail and an insatiable curiosity, I thrive on unraveling the magic behind every product and connecting it with the enchanted realm of user experiences.

KEY COMPETENCIES

Process improvement

Data-driven strategic planning

Content Planning

Presentation skills

Critical thinking skills

Excellent communication skills

Strong interpersonal skills

Proactive and self-motivated

Exceptional organisational skills

PROFESSIONAL EXPERIENCE

Gozoop

April 2023 - June 2023

Account Manager

- Built strong client relationships and worked with them to understand and interpret their brief, challenging the ask when necessary to ensure best solution is delivered
- Launched international brands like Vara and Tim Hortons in India
- Assisted in finance discussions for scope of work as well as aiding in timely billing and invoicing
- Been a part of brand research for Vara to understand customer psychology for devising relevant communication

April 2021 - March 2023

Senior Account Executive

- Assisted project managers in planning and executing various projects, ensuring adherence to project timelines and deliverables.
- Analysed marketing trends and present strategies and insights to understand consumer purchase journey
- Translated client's requirements into actionable briefs to various internal departments

April 2021 - March 2023

Account Executive

- I was the critical point of contact of various clients in day-to-day handling of accounts
- Updated and managed status sheets and regular calls
- Prepared monthly status report to ensure we are on track with our goals
- Worked closely with creative, media, PR teams on 360 strategy for campaign launches

November 2020 - March 2021

Intern

- Created social media content calendars and established KPIs
- Helped in creating short form content with creative teams
- Identified relevant brand engagement opportunities and gave proactive ideas
- Helped in preparing campaign and monthly reports

AIESEC in Vietnam

Intern

- Assisted in organising 2 summer camps for children by conceptualising fun activities for kids to engage in
 - Provided administrative support, including answering phone calls, responding to emails, and preparing correspondence
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EDUCATION

- Cardiff University

Msc in Strategic Marketing

2023-2024

- JD Birla Institute of Management

2017-2019

EXTRA-CURRICULAR ACTIVITIES

- Won the Annual Public Hackathon hosted by Cardiff University wherein we had to provide marketing strategies for the organisation Captain Paul Watson
- Participated in competitive events like Best Manager, Crisis Management, etc. in college competitions