

AAKANKSHA BHARATI

Client Specialist & Business Development



Mumbai



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Determined, Sincere and Inquisitive visionary with a passionate interest in all aspects of Marketing & Operations –

ASPIRATION

To join an organization where I can get opportunities to grow as a professional and use Innovative and technical skills towards the attainment of organizational goal.

Relentlessly improve upon the quality and magnitude of the knowledge acquired, by further getting exposed to the latest sophistication in the industry



Skills

- Appreciable knowledge of Digital Marketing, Social Media Marketing
- Highly self-motivated and try to do things creatively
- Patient listener & effective communicator with flair for languages – English, Hindi & Marathi
- Loyal team member with talent for mingling freely, criticizing productively, taking initiative and inspiring team



Work History

2022-05 - 2022-11

Manager - Client Servicing & Business Development

Big Brand Theory (The Pahadi Story Pvt Ltd), Mumbai

2018-05 - 2021-06

Asst. Manager – Sales and Client Servicing

Prasad Corporation Pvt Ltd, Mumbai

- Collaborated with team members to achieve target results
- Actively listened to customers' requests, confirming full understanding before addressing concerns
- Drove operational improvements which resulted in savings and improved profit margins

2017-01 - 2017-11

Asst. Manager Studio

Drishyam VFX, Venture of Drishyam Films Pvt. Ltd

- Point of contact with the Clients and understanding their requirements
- Overall marketing activities including to help build company's brand name in the market
- Co-ordinate with the digital publications for the publicity and promotion of Drishyam VFX alongwith their Website development

2014-05 - 2016-09

Asst. Manager Studio-Client Specialist

Shemaroo Entertainment Ltd, Mumbai

- Managing entire Operations in studio & Handling all Key clients such as YRF, Fox star,

2014-01 - 2014-05

Viacom, Balaji etc

- Retention of existing and future clients
- In case of the jobs that are stuck for critical reason - get the required actions implemented
- Have smooth communication with the team and flow of information within the team

Executive

Contentra Silverdrops Studio, C/o Contentra Technologies Pvt. Ltd

- Evaluated existing and potential client needs and participated in recommendations for the new business development
- Assisted in managing marketing initiatives to help grow sales, including of meeting clienteles, represented company in social gatherings, planned client visits etc
- Prepared quotes and sales information with the management

2011-04 - 2013-12

Post Production (VFX) Coordinator

Mr N Madhusudhanan (Sr VFX Supervisor) & Ms Asmita Bharati (VFX Producer)

- Hollywood-'IN TIME', Incurable Heroes, 'The Host'
- Bollywood - Billa 2 and Vishwaroopam

Work Summary: Handled the entire work process for Billa-2 from Mumbai

- Assist the Production Managers with the planning and preparation of Projects from preparing budget till the Final delivery of the project

2010-04 - 2010-06

Marketing Intern

Crystal Mirage Pvt. Ltd, Mumbai

- Brand & Marketing, Corporate Networking, Competitive Analysis and Marketing Plan, worked towards client acquisition, publicize the company's products, provide information and built up sales
- Received a reward and a certificate for an outstanding work as an Intern.



Education

2009 - 2011

PGPBM: MARKETING & HUMAN RESOURCES, Marketing

Kohinoor Business School And Centre For Management Research - Khandala
GPA: 6.9/8

2006 - 2009

BACHELOR OF BUSINESS ADMINISTRATION: MARKETING

K.T.H.M. College, Pune University - Nashik, MH
GPA: 62

2005 - 2006

HSC

R.Y.K. Science College, Pune University - Nashik, MH
GPA: 56.50

2003 - 2004

SSC

Rasbihari English Medium School; Maharashtra Board - Nashik, MH
GPA: 74.26%



Hobbies

Content Creation
Video Editing and Photography
Socialize