

KHYATI GANDHI

DIGITAL MARKETING
STRATEGIST

REFERENCE

AMEY ASUTI

Founder & MD,

Futuready Media

+91 9619197705

amey@futureadymedia.com

CONTACT

+91 9820243524

khyatigandhi29@gmail.com

EDUCATION

BACHELOR OF MANAGEMENT STUDIES

HR COLLEGE OF COMMERCE AND ECONOMICS

2016 - 2019

CGPI: 9.96

HSC

HR COLLEGE OF COMMERCE AND ECONOMICS

2015 - 2016

PERCENTAGE: 92.00%

SSC

CONVENT GIRLS' HIGH SCHOOL

2013 - 2014

PERCENTAGE: 94.00%

WORK EXPERIENCE

FUTUREADY MEDIA

10 year old full service Digital Agency

DIGITAL MARKETING STRATEGIST

February 2021 - October 2022

- Devised a successful digital marketing strategy in line with the Client's objectives and goals
- Set Business Development strategies using all necessary tools
- Generated high quality leads
- Won new website projects and retainer accounts
- Converted clientele like ICICI Prudential, Godrej Körber, Infra.Market, Charak Pharma, Redbrick Offices, PINC Insurance, Anglo French Drugs & Industries Ltd, LINK BNK (Luxury Interiors with Neelam Kothari Soni), Chef Varun Inamdar
- Revenue increment of 63%
- Developed new business relationships with top advertising and marketing agencies in India
- Built strong clients relationships
- Worked on a new business line for the brand

FLINTSTOP

Invention and curation of problem solving products

MARKETING AND BUSINESS DEVELOPMENT MANAGER

August 2019 - January 2020

- Created social media campaigns and implementing them
- Converted a B2B lead into an existing order. Clientele of Motilal Oswal, Dolby, Leica Microsystems etc
- Handled purchase and sales for the company
- Maintained leads on Zoho CRM

STRENGTHS

Public Speaking
Results-driven
Strategic planning
Analytical Skills

WEAKNESS

Multi-tasking
Time Management

PART TIME EXPERIENCE

ENACTUS HR COLLEGE

VICE PRESIDENT

- Implemented 3 sustainable business models addressing the issue on menstrual hygiene management, women empowerment and water management
- Co-founded 2 projects: Project Inaayat on menstrual hygiene management and Aajeevika on women empowerment
- Strategized for local partnerships and collaborations with grassroot communities, corporates, non-for profit organisations and local government bodies
- As a team, qualified in the top 12 teams of Enactus World Water Race amongst 125 projects from 21 countries
- Keynote speaker of H.R. College at Enactus Nationals 2018

PROFESSIONAL SKILLS

- Creative and Innovative skills
- Communication and Interpersonal Skills
- Customer Relationship Management
- Planning and Monitoring Abilities
- Negotiation Skills

ACHIEVEMENTS

- Certified in The Fundamentals of Digital Marketing by Google Digital Unlocked with 90% accuracy
- Certified Google Ads Search with 90% accuracy
- Awarded Promising Young Leader 2017-18 and 2018-19 among 5000 students in HR College
- Certified for Outstanding Contribution in the year 2016-17

INTERESTS AND SKILLS

- Hobbies: Philosophy, Painting, Reading, Gardening
- Advanced Knowledge of Digital Marketing: Email Marketing, Social Media Marketing, Website Development, SEO, Google Ads, Google Analytics
- Knowledge of Microsoft Office, Zoho
- Basic Knowledge of Adobe Photoshop, Canva
- Languages Known: English, Hindi, Gujarati, Marathi