



ANKITA DAS

Senior Account Executive (Client Servicing)

MY CONTACT

✉ ankitadasoff0@gmail.com

☎ +91 95585 27022

📍 Bhagwati Apartment, Mumbai,
Maharashtra, India

CORE SKILLS

- Brand Strategy Communication
- Social Media Management
- Social Media Strategy
- Visual Ideation

SOFT SKILLS

- Observation
- Decision Making
- Communication
- Multi-Tasking

ACHIEVEMENTS

- Best Tech Innovation Award, ZEE BISCOPE (Bronze)
- DG+ Award (Use of Viral Marketing) (Amazon Mini Tv)

EDUCATION BACKGROUND

- UNITEDWORLD SCHOOL OF BUSINESS
AHMEDABAD PGDM | 2015 - 2017
Major : Marketing
Minor: Financial Services
CGPA 6.10/9
- CALCUTTA UNIVERSITY B.Com, Class of
2015 Special
Special Subject: Accountancy - 51.66%
- BELGHARIA MAHAKALI GIRL'S HIGH
SCHOOL
School Standard 12 (2011):
Commerce - 65.02%
- Standard 10 (2009):
General - 61.62%

ABOUT ME

- Hey there! I am a Senior Account Executive with 4+ years of experience in Client Servicing while being well versed in Problem solving, handling reporting & Operational work, and acting as a liaison between Internal team & clients.
- Motivation: To help be that perfect bridge between the client and the agency in such a way that facilitates ease of work and efficiency from the agency's side.

EMPLOYMENT BACKGROUND (MOST OLD TO MOST NEW)

RepIndia -Mumbai

Sr. Account Executive (Client Servicing) August 2021 - Present

Key responsibilities:

- Ensuring detailed performance & growth plans are created for each client.
- Worked on client-pitched decks. Successfully managed to onboard two big energy brands for the agency.
- Establish and consistently maintain effective and positive working relationships with Associates and clients
- Provide input and assist with the preparation and running of team meetings. Along with strategic planning for clients in the Manufacturing/entertainment / Healthcare & Energy domain.
- Documents problems and corrective actions/procedures. Works with Content & media team to determine problem solutions

THE SMALL BIG IDEA - Mumbai

Sr. Account Executive (Client Servicing) March 2019 - July 2021

Key responsibilities:

- Delivering strategic insights that will help clients grow their categories and brands, by analysing and utilising data on what consumers watch and buy Being the primary business contact for clients and managing their day-to-day enquiries
- Providing value-added analysis and presentations that clearly address client's business issues
- Work alongside a team of content writers/graphics designers & media planners supporting the social media management process and ensuring that they are kept apprised of all relevant issues relating to the client
- Brands served - Colors TV APAC (Asia pacific zone). SA (South Africa), Middle east, MTV APAC,
- Digital accounts of ZEE Group - ZEE Anmol, Big Magic, ZEE TV, ZEE Punjabi, ZEE Biskope

LET'S TALK COMMUNICATION - Mumbai

Business Development & Client Servicing Executive

September 2017 - March 2019

Key responsibilities:

- Building healthy client-agency relationships and understanding client requirements.
- Understanding clients' day-to-day operational requirements through client briefs and assisting the team in delivering the same within the stipulated deadline.
- Handled the digital account of Puratos India, Natraj, Apsara, Hamilton, Syonaa Socks etc.

NAVGUJRAT SAMAY (Times Of India Group)

Sr. Executive May 2017 - September 2017

Managing ad sales for lifestyle segment New Business Development
Client relation management Deliverables Management
Hands-on experience with Raymond, Raid & Tailor, Steel all men and more..