

VRISHI JAIN

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❖ WORK EXPERIENCE

1. **Integrated Brand Development**

April 2018 – September 2018

Position- Account Executive. Brands worked on: Minerva by Lokhandwala, Syska (LED, Accessories, Personal Care, Wires and Cables), Reliance Textiles (Only Vimal, Only Vimal Sarees, Georgia Gullini, Couture, Marco Mancini), Ekta World. Responsibility of the assigned position-

- **Client relationship building:** fulfilling client's needs along with handling offline and online tasks in order to ensure that the client is satisfied
- **Brand custodian:** responsible for the creation of content both, for online and offline, planning offline and online campaigns, brainstorming and helping in executing activities that might be required as per the promotional strategy, generating a statistical report and generating income for the agency
- **Teamwork:** worked closely with three colleagues to organise and help in coordinating with the event managing team in case of the event done for one of the brands

2. **Schbang Digital Solution Private Limited**

April 2017 – March 2018

Position- Integrated Solutions Strategist. Brands worked on: Hamleys, Godrej Professional, Godrej Expert, Godrej Properties. Responsibility of the assigned position-

- **Client servicing:** responsible for servicing the client to ensure maximum satisfaction, understanding client briefs, coordination with internal departments in the organization
- **Brand custodian:** responsible for the creation of content, execution on the multiple digital platforms (Facebook, Twitter, LinkedIn, Instagram, Pinterest) along with online and offline campaigns and activities that might be required as per the promotional strategy, generating a statistical report and generated income for the firm

❖ EDUCATION

King's College, London

Currently Pursuing Masters of Science in Digital Marketing

2018 – 2019

H.R. College of Commerce & Economics- University of Mumbai, Mumbai, India

Masters of Commerce (Management) – 66.9% [First Year]

2017 – 2018

Bachelors in Commerce (B.Com) - 80.5%.

2014 – 2017

Key modules taught during the under-graduation program: Marketing and Human Resources, Financial Accounts, Cost Accounting, Management Account, Commerce, Economics, etc.

Pursued the B.Com degree along with an Add-on Advertising, Sales Promotion and Sales Management Diploma Course from H.R. College of Commerce & Economics. Academic projects undertaken for the add-on advertising course: Pure Selling, Brand Wars, Branding and Media Planning, Brand Building, etc.

H.R. College of Commerce & Economics- Maharashtra State Board, University of Mumbai, Mumbai, India

Higher Secondary Education Certificate (HSC) - 77.38%

2012 – 2014

❖ ADDITIONAL Information

- **IT Skills:** Working knowledge of computers (Word/Excel/Power Point)
- **Language Skills:** Fluent in English, Hindi, Gujrati and Marwari with basic knowledge in French
- Awarded certificates for completing A1, A2 and B1 levels of French from 'Alliance Française de Bombay'. Secured 68% in the DELF exam for A2 level of French
- **Volunteering:** Helped educate underprivileged children over a period of 3 months and taught them how to read and write different languages and subjects

❖ INTERNSHIP

Gymnographic (Qlik Pass) [Internship]

May 2015 – June 2015 (4 weeks)

- Client management, maintaining the clients, solving queries and keeping a track of the clients who are brought on board
- Learnt about the different platforms of social media marketing