



Vatsal Joshi

Account Manager

I'm an experienced and results-driven Account Manager with a passion for a business representative who acts as a liaison between the company and the clients. With a Bachelor of Business Administration in Marketing and a year of hands-on experience, I excel in market analysis, consumer insights, and cross-functional collaboration to drive brand growth and market share. Skilled in developing and executing innovative brand initiatives across traditional and digital channels, I am committed to delivering measurable results while maintaining brand integrity and consistency. My proficiency in budget management, campaign optimization, and team leadership allows me to effectively drive brand awareness and engagement in dynamic market landscapes.

Work Experience

Bright Brain Technology | Account Manager

March 2024 - Till now

1. Making a through and well-versed plans for the client's in all the spectrums of work.
2. Regular reports to the client with scope of work and the maintaining the activity tracker to keep the clients updated with the status of work and the deliveries.
3. Maintaining a rapport with team members and clients that helps to make the work flow better.
4. Coordination with the writer and designer regarding the clients expectations and campaign requirements.
5. Managing various last minute Ad-hoc and priorities the work flow to make the client delightful by completing all the task on time

Cultivate Design | Account Manager

April 2023 - March 2024

1. Fulfilling the client's requirements on communications, creatives and animation on a daily basis. Advising multiple teams on requirements to ensure brand alignment.
3. Conduct market research to identify consumer insights and trends, and use this information to inform branding initiatives.
4. Manage the creation and execution of marketing campaigns, including advertising, social media, and promotional activities.
5. Monitor and analyse brand performance metrics, such as sales data and consumer feedback, to measure the effectiveness of branding efforts.
6. Oversee the development of brand assets including logos, packaging, and messaging, ensuring they reflect the brand's values and positioning.
7. Stay updated on industry trends and competitor activities to identify opportunities for differentiation and innovation.

Spacebar | Social Media Intern

May - June 2022

1. My job included working on various social media posts for 5 Canadian Brands, from deciding the theme of the month to writing copies and creating posts on Canva.
2. Work on social media strategies for each brand.
3. Conceptualized and published 500+ posts.

Education

PGDM in Marketing

MET Institute of Management
2021-2023

Bachelor of Management Studies in Marketing

KES College of Commerce
2017-2020

Certifications

1. Microsoft Office Specialists - Microsoft Excel
2. Echoes(IIM - Kozhikode) - Digital Marketing
3. Design Thinking Workshop - S.P. Jain School of Global Management
4. Marketing Management Workshop - Welingkar School of Education
5. Professional Skills Development - IFIM Business School

Simulation/Workshop

1. Design Thinking Workshop - S.P. Jain School of Global Management (2020)
2. Marketing Management Workshop - Welingkar School of Education (2020)
3. Personality Development Workshop - Adani Group (Institute of Infrastructure) (2020)
4. Other Projects:-
 - Launched a new brand with good research in the alcohol industry. "WOW- Well Made Organic Wine (Drink Different).
 - Created an imaginary brand in the field of online worship providing application. It was known as "Pratidhi".

Contact

Phone

+91 93249 43033

Email

vatsal.joshi16@gmail.com

LinkedIn

[linkedin.com/in/vatsal-joshi](https://www.linkedin.com/in/vatsal-joshi)

Address

Kandivali West, Mumbai

Skills

Soft Skills

- Creativity
- Brand strategy planning
- Team player and Purpose driven
- Decision making
- Multi tasking
- Time management

Hard Skills

- Microsoft Office (PowerPoint, Word, Excel)
- Canva

Areas of Interest

- Cricket
- Trekking
- Cooking
- Automobiles
- Camping

Multi-Linguistic

- English
- Hindi
- Gujarati
- Marathi