

MANSI SHROFF

+91 9962296298

shroff.mansi91@gmail.com

PROFILE

Account Executive with 3+ years of work experience. Real passion for the environment & growing a sustainable brand's presence, with strong story-telling skills to create meaningful impacts.

EXPERIENCE

SOCIAL MEDIA MANAGER, WASTED SOLUTIONS - JUN 2020-PRESENT

- Social Media manager for creative Waste Management Solutions startup.
- Currently working on the Take Me Back campaign with Tetra Pak India on importance of segregation & collection of Used Beverage Cartons, to be recycled into useful items, with a positive impact on several communities. (Women & Children).
- Manage social media planning for execution of ideas and strategies to build engagement and raise awareness.
- Monitor online presence of company's brand & engage with users.

ACCOUNTS EXECUTIVE, 1POINTSIZ ADVERTISING, OCT 2018-DEC 2019

- Liaised between clients and the company representatives to resolve issues and maintain satisfaction of over 12 campaigns.
- Managed team of 8 executives (Designers, copy-writers & account executives)
- Communicated regularly with clients regarding account questions and issues.
- Accounts managed - Apollo Hospitals, Lotte Confectionary, Doshi Housing, Derby, RWD, Thrilaria, Dr.Agarwals.
- 360-Degree Campaigns managed - Lotte Coffy Bite Launch campaign, Derby Diwali Campaign, Derby Ramadan Campaign, Doshi Risington Ready to Occupy, Doshi Firsntest NO GST campaign, Dr. Agarwals SMILE Laser Eye Surgery, RWD Grand Corridor Launch, Apollo Preventive Health Care Unit launch campaign, Apollo Women's Day campaign, Thrilaria Launch campaign.

CONTENT RESEARCHER, MEDINDIA HEALTH NETWORK - JUN 2013 - JUN 2015

- Sole content researcher with over 150 articles published on the website.
- Thorough research into assigned articles.
- Monitored Social Media & online sources for industry trends.
- Assistant Social Media Page Manager.

SKILLS

SOCIAL MEDIA MANAGEMENT

COMMUNICATION SKILLS

BUSINESS DEVELOPMENT

ENVIRONMENTALIST

INTERN, JWT - APR 2011 - JUN 2011

- Conducted market research to attract new clients in territories.
- Used cold calling to reach out to local business owners needing new advertising products and services.
- Contacted clients in person and over call to obtain feedback about services.

INTERN, STILLWATERS - APR 2009 - JUN 2009

- Attended meetings with potential clients to discuss advertising needs and goals
- Actively participated in pre-production, production & post-productions of campaigns.

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES - JUN 2017 - AUGUST 2018

DIPLOMA - MARKETING

- Graduated with Distinction
- Coursework in - Brand Management, Digital Marketing, Consumer Market Research, Marketing Principles, Advertising in a Digital Age, The Business of Entertainment, Tradition & New Media, Integrated Marketing Communications, Google Ad-words.
- Final Marketing Coursework - 360-Degree Marketing strategy campaign presented to Marketing head of renowned fast-casual vegan restaurant chain, Veggie Grill.

MOP VAISHNAV COLLEGE FOR WOMEN - JUN 2009 - JUN 2012

BSC.ELECTRONIC MEDIA

- Graduated with 7.5 GPA
- Coursework in Audiography, Videography and Multimedia.
- Documentaries filmed - Street Food Of Chennai, Interview with Theatre Artist - Karthick Kumar (EVAM), Organ Donation Documentary.
- Thesis: 100 Page Film Thesis on Alfred Hitchcock's 'Spellbound'
- Audiography - Over 30 hours of content contributed to College radio Station.

ONLINE COURSES

INTRODUCTION TO SUSTAINABILITY, UNIVERSITY OF ILLINOIS - JUN 2020 - AUG 2020

- Academic approach to Sustainability and explores how today's human societies can endure in the face of global change, ecosystem degradation and resource limitations.
- Key knowledge areas of sustainability theory and practice, including population, ecosystems, global change, energy, agriculture, water, environmental economics and policy, ethics, and cultural history.

DIGITAL MARKETING, UDEMY - MARCH 2020 - MAY 2020

- 12 courses in 1 on how to grow a business online from scratch.
- Topics covered - Website Setup, Email Marketing, Copywriting, SEO, Youtube/Facebook/Instagram/Twitter/Quora/Pinterest/LinkedIn Marketing, Google Adwords & Google Analytics