



# Charvi Chaudhari

Client Servicing Lead

## Contact

charvichaudhari@gmail.com

+91 9769144064

J B Nagar, Andheri East

## Education

- **SIES College of Management Studies**  
PGDM  
Completed in 2016
- **V.E.S. College of Pharmacy**  
B-Pharmacy  
Completed in 2014

## Skill

- Management Skills
- Digital Marketing
- Competitive Analysis
- Critical Thinking
- Communication Skills
- Microsoft Office
- Canva

## Profile

With eight years of experience, I excel in managing client needs and expectations. I have strong communication and interpersonal skills, building strong relationships with clients and team members. My expertise in client servicing makes me a valuable asset to any company.

## Work Experience

● May 2025 – Present  
Crewtangle

### Account Manager

Currently spearheading business development for the pharma vertical at Crewtangle. Responsible for identifying new opportunities, onboarding pharma and healthcare clients, and managing key accounts. Playing a pivotal role in shaping the agency's presence in the pharmaceutical space by building strong client relationships and delivering tailored brand solutions.

● April 2023 – April 2025  
Tree Communications

### Client Servicing Lead

Handled Zandu Portfolio | FMCG, Wellness, Food & Real Estate Sectors

Led end-to-end digital strategy and execution for Zandu's pain management range (Balm, Fast Relief Spray, etc.), driving brand visibility and engagement across platforms.

Developed monthly social media calendars and initiated Mentho Plus Balm's social media launch

Led digital film planning and production aligned with brand objectives

Collaborated with digital teams to optimise performance marketing and ROI

Managed Zandu's website content and SEO alignment

Acted as liaison between clients and creative teams to ensure campaign success

Oversaw additional accounts including Grain to Grind and supported influencer strategy across brands



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## Work Experience

● Dec 2021 - March 2023

0101.today

### Client Servicing Lead

I had experience working on the Baggit brand, where I was in charge of managing their social media and digital communication. Additionally, I played a key role in the successful launch of a new digital film for the brand. At that time, I was working on multiple projects simultaneously, including Enoki, Ace ventures, and Elgi Ultra brands. In that position, I led a team of two, utilising my expertise and knowledge to help drive success for each of these brands.

● 2019 - 2021

Ogilvy India

### Sr. Account Executive

I previously managed the Allegra, Dulcoflex, and Enterogermina brands of Sanofi India. My responsibilities involved conveying the clients' requirements to the creative team and collaborating with them to achieve desired outcomes.

Additionally, I oversaw the Apsara and Nataraj brands of Hindustan Pencil. I developed multiple marketing strategies and campaigns for these brands and managed their social media presence, as well as overseeing other communication channels such as booklets and packaging.

● 2017 - 2019

Publicis India Communications Pvt. Ltd.

### Account Executive

Managed Sanofi India's Cardiology, CNS, Allegra, and Sanofi Pasteur's Pedia divisions' communication, developed concepts for their brands, and aided in Abbott and Wockhardt hospital brand communication.

● 2016

Fullife Healthcare Pvt. Ltd.

### Marketing Trainee

I was involved in promoting the sports nutrition brand Fast and Up through marketing and communication initiatives. Additionally, I represented the brand at various events such as marathons and other sporting events to increase its visibility and promote the same.