



# JYOTI THAKUR

A driven and curious creative professional with a strong sense of ownership and discipline. I thrive in dynamic environments that push me to think beyond the brief, adapt quickly, and deliver impactful design solutions. With a constant desire to learn and evolve, I bring a thoughtful, collaborative, and purpose-led approach to everything I do.

## Professional Experience

### Contact

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**Address**

Thane, Maharashtra

**LinkedIn**

[Jyoti Thakur](#)

### Education

**Bachelor's degree in Financial Markets**

Chandrabhan Sharma College of Science and Commerce  
2017 - 2020

### Skills

- Communication
- Leadership
- Decision-Making
- Time Management
- Teamwork & Collaboration
- Problem-Solving
- Adaptability
- Strategic Thinking
- Conflict Resolution
- Microsoft Office Suite

2022  
-  
Present

### Manager - Client Servicing

**The Small Big Idea, Govandi (E), Mumbai, 400088**

- Executed integrated campaigns for top-tier properties in TV, Film, and OTT
- Liaised with internal creative and strategy teams to meet brand goals
- Led campaign ideation for new launches and flagship shows
- Monitored key performance metrics and created reports to guide data-driven content improvements
- Oversaw ORM by tracking audience sentiment and ensuring timely, brand-aligned responses

**Brands:**

- **Colors TV:**
  - Bigg Boss 16 & Bigg Boss 17 launch campaigns
  - Show launch of Beqaboo & ShivShakti
- **Colors Cineplex:**
  - Headed International Masters League 2025, 50+ WTP Movie Campaigns, 10+ Collaborative campaign with JioCinema and Disney + Hotstar
- **JioCinema + JioHotstar:**
  - Bigg Boss OTT Season 2 (JioCinema)
  - 10+ collaborative campaigns with JioCinema and Disney+ Hotstar
- **Projects / Campaigns**
  - Luv Films: Tu Jhoothi Main Makkaar (2023)
  - Viacom 18 Studios - Fighter (2024)

2022  
-  
2021

### Social Media Executive

**Niyu Prints, Kharghar, Navi Mumbai, 410210**

- Managed Niyu Prints' social media end to end
- Strategy and content planning to execution and reporting
- Designed creatives, crafted engaging videos, and wrote copy that resonated with the brand's audience



## Certifications

### Digital Marketing

IIDE – The Digital School  
2021 (3 Months)

2021  
–  
2020

### Capacida Global Services Pvt Ltd.

Turbhe, Navi Mumbai, Maharashtra 400703

- Lead generation
- Customer support
- Appointment scheduling
- Claim handling
- Insurance verification

2019  
–  
2017

### Youth Volunteer Of NSS

Powai, Mumbai, Maharashtra 400076

- Community outreach
- Social awareness
- Cleanliness drives
- Tree plantation
- Event coordination

## References

### Megha Thakkar

TSBI | Brand Lead

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### Hritik Kamath

Manager | Client Servicing

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