

# RAKSHITA SUCHDEV

## ACCOUNT MANAGER

### CONTACT

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- Kandivali East, Mumbai

### SKILLS

- Strategic Planning &
- Problem Solving
- Crisis Management
- Creative Thinking
- Data Analysis
- Negotiation
- Adaptability to Change
- Time Management Skills
- Intermediate Excel
- Presentation Skills

### LANGUAGES

- English
- Hindi



### PROFILE

To leverage my expertise in digital marketing, client management, and creative strategy to lead teams in developing impactful campaigns that drive measurable results. I aim to contribute to a forward-thinking organization by combining strategic insight, innovation, and collaboration to strengthen brand presence and deliver exceptional client satisfaction.



### WORK EXPERIENCE

**Brandmovers India** AUGUST 2022 - PRESENT  
Account Manager - (April 2025 - PRESENT)

- Managing a portfolio of client accounts, ensuring successful campaign delivery and client satisfaction. Serving brands across corporate, fashion, retail, luxury, beverages, and pharmaceutical sectors, including Aditya Birla Group, Raga by Titan, and more.
- Collaborating with internal teams to develop and execute effective advertising campaigns.
- Monitoring and reporting campaign performance while providing regular updates to clients.
- Building and maintaining strong client relationships through consistent communication and strategic planning.
- Identifying and pursuing new business opportunities to expand the client base.
- Responsible for training team members and identifying their training needs to enhance overall performance and efficiency.

Senior Account Executive (August 2022 - March 2025)

- Collaborated with cross-functional teams to bring high-impact campaigns to life, including CSR films, coffee table books, key visuals, and full-scale shoots.
- Prepared and shared weekly/monthly client reports on brand activities, ensuring transparency and alignment.
- Conducted research on social media trends and updates, synthesizing insights to inform creative ideation and campaign strategies
- Presented creative concepts to clients and delivered content tailored to target consumers.
- Maintained Job Status Reports (JST) to ensure the work for the brands is synced well within the team and the work is executed in a timely manner.
- Partnered with brand and strategy teams to develop effective campaign and page strategies aligned with business goals.
- Managed accurate client records, tracked brand finances, and served as the primary point of contact for all client concerns and requirements.

# EDUCATION

## MMS - Marketing

University Of Mumbai

AUGUST 2018 - OCTOBER 2020

Guru Nanak Institute Of Management Studies

## B.SC. IT

University Of Mumbai

JUNE 2014 - JUNE 2017

R.D. National College

- Contributed to award-winning campaigns in social media, long-format, non-profit, and sustainability categories, earning accolades from Gold to Runners-up at Mommies, Sammies, and other industry awards.

## Creative Injection

NOVEMBER 2020 - AUGUST 2022

### Digital Marketing Executive

- Managed social media platforms, including content creation, scheduling, and execution of paid and organic campaigns to drive engagement and ROI.
- Developed social media strategies, monitored trends, tracked metrics, and prepared performance and engagement reports.
- Performed online reputation management (ORM) and coordinated with designers and cross-functional teams for campaign delivery.
- Assisted HR with hiring and training, and maintained strong client relationships.
- Planned, executed, and optimized digital prospecting and remarketing campaigns, managing budgets across channels to achieve key KPIs.

## Self-Taken Project

AUGUST 2020 - OCTOBER 2020

### Digital Marketing Executive

- Plan, execute, and optimize marketing and social media campaigns across Facebook, LinkedIn, Twitter, and Instagram, including budgeting, content ideation, and scheduling.
- Track and report campaign performance to clients, ensuring measurable growth and engagement.
- Build and maintain influencer relationships to expand brand reach and strengthen networks.

## Creative Injection

JANUARY 2020 - APRIL 2020

### Digital Marketing Intern

- Plan, execute, and optimize marketing and social media campaigns across Facebook, LinkedIn, Twitter, and Instagram, including budgeting, content ideation, and scheduling.
- Track and report campaign performance to clients, ensuring measurable growth and engagement.
- Build and maintain influencer relationships to expand brand reach and strengthen networks.

## HDFC Bank

MAY 2019 - JUNE 2019

### Personal Banker Intern

- Presenting financial products and services to existing and prospective customers.
- Resolving issues with banking services.
- Performing administrative duties.