



# SHALINI GATTANI

## Career objective

Driven MBA graduate, who's passionate about learning and achieving excellence in the field of Marketing. With a strong work ethic and determination, I aim to leverage my education and abilities to make meaningful contributions to the success of my team and organization.

## SKILLS

- Influencer Marketing
- Social Media Marketing
- LinkedIn Management
- Content Strategy
- Community Engagement
- Analytics & Reporting
- Brand Partnerships
- Campaign Planning & Execution

## CONTACT INFO

Mumbai, India  
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## HOBBIES

- Photography
- Playing Lawn Tennis
- Bollywood Trivia
- 2 years certification in Bharatanatyam

## PROFESSIONAL EXPERIENCE

**Zen Media LLP (June 2024- July 2025)**  
**Client Servicing Executive**

- Managed end-to-end communication with agencies to facilitate digital and static advertising for brands.
- Oversaw campaign execution across digital and static platforms, ensuring timely delivery and brand alignment.
- Handled professional email correspondence and maintained efficient client relations.
- Coordinated with internal teams to address client requirements and provide strategic solutions.

## ACADEMIC HISTORY

**CHETANA'S INSTITUTE OF MANAGEMENT & RESEARCH, MUMBAI**  
POST GRADUATE DIPLOMA IN MANAGEMENT(2022-2024)  
SCORE : 92%

**KISHINCHAND CHELLARAM COLLEGE (KC COLLEGE), MUMBAI**  
BACHELOR OF MANAGEMENT STUDIES (2019-2022)  
SCORE: 90.01%

**MAHESHWARI VIDYAPEETH, SURAT, GUJARAT**  
PASSED OUT CLASS 12 IN 2019 FROM CBSE BOARD  
STREAM: COMMERCE  
SCORE: 91%

**MAHESHWARI VIDYAPEETH, SURAT, GUJARAT**  
PASSED OUT CLASS 10 IN 2017 FROM CBSE BOARD  
SCORE : 8.2 CGPA

## INTERNSHIPS

**BARTISANS (February 2024 - April 2024)**  
**Marketing Intern**

- Managed social media platforms across Instagram and Facebook
- Developed and executed marketing strategies to enhance brand visibility and drive business growth
- Strengthened customer relationships through frequent communication, exceptional service and personalized interaction

**TIPS INDUSTRIES LIMITED (February 2022 - June 2022)**  
**Catalogue Digitalization Intern**

- Designed and maintained the content master of the company
- Created compelling and informative CD descriptions that showcase the genre, artist, track list, and any special features
- Secured a token of appreciation in the form of a bonus