



YASH BATHIJA

ACCOUNT MANAGER | CLIENT SERVICING

SOCIAL MEDIA | DIGITAL MARKETING | BUSINESS DEVELOPMENT

CONTACT

+91 98334 92683

yash.bathija97@gmail.com

Mumbai

EDUCATION

2022 - 2023

GROWTH SCHOOL

- Performance Marketing

2021 - 2023

NMIMS

- MBA - Business Management

2018 - 2020

ST ANDREWS COLLEGE

- M.Com

2015 - 2018

NATIONAL COLLEGE

- BMS - Marketing

2018

IIDE

- Digital Marketing

2013 - 2015

M.M.K COLLEGE

- HSC

2002 - 2013

ST. STANISLAUS HIGH SCHOOL

- SSC

SKILLS

- Organized
- Communication
- Critical Thinking
- Teamwork
- Meeting deadlines

PROFILE

Results-oriented professional with a strong foundation in client servicing, digital marketing, social media, and business development. Experienced in scaling digital presence and optimizing communication strategies across industries like real estate, insurance, entertainment, and politics. Known for leading high-impact campaigns, managing cross-functional teams, and launching operations in new markets—while thriving in fast-paced, deadline-driven environments.

WORK EXPERIENCE

Spinta Digital

SEPTEMBER 2024 TO PRESENT

Business Development Lead

Led business development and expansion efforts for Spinta Digital across Mumbai, Bangalore, and Hyderabad. Managed a 4-member remote team, driving client acquisition, cross-selling, and market entry strategies. Oversaw team coordination, strategic planning, and partnership development to strengthen regional presence.

The Starter Labs

AUGUST 2023 TO JULY 2024

Associate Account Manager

Working on Ryan International School, Viviana Mall, Orange Theory Fitness. Roles and Responsibilities include, Client coordination, Social Media Handling, Internal Coordination, Conceptualising Content for Social Media and Performance Marketing

FCB Interface

OCTOBER 2022 TO JULY 2023

Senior Brand Service Executive

Working on Max Life Insurance as a primary client. Roles and Responsibilities include, Client coordination, Social Media Handling, Internal Coordination, Conceptualising Content for Social Media and Performance Marketing

Insomniacs

JULY 2021 TO OCTOBER 2022

Account Executive

Worked on various Real Estate clients. Roles and Responsibilities include, Co-ordination with clients, Co-ordination and collaborative working with internal teams, Brainstorming, Communication, Creative thinking, Strategising and problem solving

Togglehead

MARCH 2019 TO SEPTEMBER 2020

Account Executive

Worked on political accounts - Milind Deora and Jayant patil during the 2019 Lok Sabha and Rajya Sabha. Worked on sports brand RFYS (Reliance Foundation Youth Sports) as Account Executive

Sabka Dentist

MAY 2018 TO FEBRUARY 2019

Digital Marketing Executive

Worked on Social Media Strategising, content curation and ORM for the brand