

PRIYA RAMAKRISHNAN

ACCOUNT MANAGER

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SUMMARY

Adaptable advertising specialist who has a potential for striking a balance between client demands, creative vision, and corporate objectives to produce campaigns that create an impact with a strong educational background in building brand presence and efficient communication skills, knowledge, and experience in a professional capacity, contributing to the success and growth of an organisation.

TECHNICAL SKILLS

Client Servicing

Strong Communication Skills

Cross - Functional Co-ordination

Public Relations

Competitive Research & Analysis

Key Account Management

Campaign Management

Team Management

Timeline Management

PROFESSIONAL EXPERIENCE

Strategy Intern | DDB Mudra Group, India

Jan'24 - Mar'24

Client Portfolio: Adani Wilmar (FMCG), Raymonds, (Ethnix) by Raymond, Lipton, Canva and Birla Opus Paints.

- Thorough understanding the client's goals, target audience, brand identity, and messaging objectives contributing to the foundation for creating strategic routes that aligns with their needs.
- In-depth understanding of the consumer behaviour, preferences, market trends and helping in creating messages that resonate with the target audience.
- Developing intensive competitor analysis and assisting the client to differentiate themselves and capture the attention of their target audience.

Account Director | Publicis Worldwide (PWW), India

Jun'22 - Nov'22

Client Portfolio: Kalpataru, Times Influence, ET NOW, Korum Mall, and Lenskart

- **Operations Management:** Lead in-depth coordination with the internal team, overseeing work finalisation, soliciting, and implementing client feedback, adhering to timelines, decoding client feedback, ensuring artwork precision, and maintaining meticulous attention to detail. Track competitors and maintain minutes of meetings.
- **Campaign Execution:** Possess comprehensive knowledge of the entire process of presenting a campaign, from conceptualisation to final execution, ensuring seamless implementation and client satisfaction.
- **Client Relationship Building:** Establish and nurture strong relationships with clients, being reliable, and knowledgeable team player. Provide proactive support and exceed client expectations to strengthen partnerships.
- **Progress Reporting:** Maintain regular reports on ongoing work, outlining clear next steps, deadlines, and assigned responsibilities.
- **Creative Contribution:** Collaborate on creative activities, contributing to problem articulation, brainstorming sessions, and generating innovative options and contribute alternative suggestions to enhance campaign efficacy.
- **Communication Excellence:** Ensure professional, clear, and concise communication on known subjects, facilitating smooth campaign execution processes and fostering effective collaboration across teams.

Account Manager | FCB ULKA, India

Apr'21 – May'22

Client Portfolio: Leading FMCG brand '**Amul**', including ice creams, frozen snacks, honey, sweets, bakery goods, oil, corporate products, and cattle feed, delivering top-notch service and fostering robust relationships.

- **Operations Management:** Took complete ownership of project delivery, effectively coordinating with cross-functional teams, overseeing *meline adherence, maintaining high precision in artwork, and ensuring alignment with client expectations.
- **Client Relationship Building:** Established and nurtured strong relationships with clients by understanding their needs, providing exceptional service, and acting as the primary point of contact.
- **Progress Reporting:** Regularly maintained reports on ongoing projects, highlighting clear next steps, deadlines, and assigned responsibilities. Effectively communicated project status and updates to all relevant team members.
- **Campaign Execution:** Demonstrated a comprehensive understanding of advertising campaign processes from conceptualization to execution, ensuring seamless implementation and alignment with client objectives. Actively participated in television commercial (TVC) production and coordinated with teams for smooth execution.
- **Creative Contribution:** Actively participated in brainstorming sessions, generating innovative options, and providing alternative suggestions to enhance the productiveness of advertising campaigns and point-of-sale (POS) elements.
- **Communication Excellence:** Ensured professional, clear, and concise communication across all functions, facilitating smooth project management, and fostering effective collaboration across teams.

Account Executive | FCB ULKA, India

Nov'17 – Apr'21

- **Campaign Management:** Orchestrated ROI-focused campaigns across various digital and social media platforms, including television commercials and corporate videos for Amul products, ensuring maximum reach and engagement.
- **Content Development:** Conceptualized, structured, and maintained ongoing campaigns while overseeing the production of all marketing and branding content, including packaging art
- **Advertising Operations:** Undertook end-to-end management of diverse advertising campaigns and point-of-sale (POS) elements, ensuring effective communication of brand messages and seamless implementation.
- **Market Research:** Actively participated in providing voice over for Amul's two corporate digital posts, enhancing the overall content quality and user experience.

PR Intern | Golinopinion, Mullen Lowe Lintas PR agency, India

Jan'17 – Jul'17

- Generated trade advisory reports for client Sony Corp., & PR reports for Select Service Brands by Marriott.
- Prepared blogger event reports for Fairfield by Marriott.
- Tracked & monitored social media for the event coverage.
- Managed all PR events & client events, conducted regular follow-ups with bloggers & media for successful execution of events.
- Generated Social Media Report.

Account Management Intern | Wunderman Thompson (JWT), India

Apr'15– Jun'15

- Maintained consistent internal team interaction with creative team, ad production department.
- Conducted detailed analysis of competitor markets for Hershey's Chocolate brand for the Indian market.
- Analysed & rectified annual social media calendars for Indian Oil customers.
- Supported creative designers & content creators in optimizing ad content, & covering all business USPs, in print & digital advertisements.

Media Planning Intern | RK SWAMY BBDO, India

Apr'13– Jun'13

- Extracted client expense data for TV, Print and Radio ads from Media Xpress & TAM
- Processed the data in Excel for presenting it to the client.

EDUCATION

Year	Program	Specialisation	Institution
2024 - present	Post - Graduate program in Advertising	Account Management	Humber Polytechnic, Toronto, Canada
2023 - 24	Portfolio program	Creative Strategy	Miami Ad School, Toronto, Canada
2015 - 17	MBA / PGDM	Marketing	SIES College of Management Studies, India
2011 - 14	Bachelors of Mass Media (BMM)	Advertising	University of Mumbai, India

ADDITIONAL INFORMATION

Certifications:

- Creative Software: Adobe Photoshop, Corel Draw & Adobe Premiere
- Creative Writing Certificate from the St. Xavier's Institute of Communications, Mumbai, India
- Advanced Certificate Program in Digital Marketing, NMIMS, Mumbai, India
- PG Certification Program in Managing Brands and Marketing Communication, MICA, India

Achievements in Program and Extra - Curricular activities:

- Topper of MBA – Marketing Apr 2017
- Participant and winner of Dodge Ball team (Girls) Feb 2016
- Participant and winner of Street Play Competition (dramatics) Aug 2015
- Topper of the Subject "Introduction to Advertising" in BMM Apr 2013
- Academic Topper of Mass Communication and Psychology in BMM Oct 2011
- Winner of Physics Exhibition at the Science Day event Feb 2010
- Winner of Salad Dressing Competition & Egg – shell Painting Aug 2009

Languages: English, Hindi, Marathi, Tamil

I certify that the information given above is true.
