



KIRTI C PANDIT

Key Accounts Executive



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EDUCATION

PGDAM

Mumbai University, Mumbai
2016-2017

BACHELOR'S OF MASS MEDIA

K G Joshi Bedekar, Mumbai
2013- 2015

PRIMARY SCHOOL & HIGH SCHOOL

Abhinav Vidhyala, Mumbai (2001-2010)
New Model college, Mumbai (2011-2012)

EXPERTISE

- Management Skills
- Digital Marketing
- Negotiation
- Critical Thinking
- Communication Skills
- Digital Marketing
- Negotiation

LANGUAGE

- English
- Hindi
- Gujarati
- Marathi

PROFILE

As a versatile Key Account Manager with expertise in Digital Marketing, Social Media Management, Event, and Print Media, I've developed a well-rounded approach to ideation and strategy. One of the most impactful experiences in my career was working alongside the Creative Director at Ogilvy, where I deepened my understanding of creative conceptualization. This collaboration taught me how to transform raw ideas into strategic campaigns that resonate with audiences and achieve business goals. His mentorship helped me refine my ability to balance creativity with practicality, a skill that continues to influence every project I take on.

WORK EXPERIENCE

Creative Alo LLC | Advertising Agency

Senior Account Executive

December 2024 - Present

- Overseeing integrated brand communication across 12 brands, spanning Digital Marketing, Influencer Marketing, Mainline Media, and Production.
- Developing briefs, marketing strategies, and managing brand positioning for clients such as Britannia, Al Ain, GulfDrug, and Deyaar.
- Coordinating and supervising brand shoots to ensure quality control and adherence to delivery standards.
- Managing team of 15 people & Clients

Global Edge Advertising LLC | Advertising Agency

Client servicing & content writer

July 2022 - October 2024

- Experienced in managing media publications and executing digital/print PR strategies across sectors.
- Skilled at building strong client relationships and acting as a key liaison between UAE media channels, clients, and agency teams.
- Expertise includes SMM budgeting, media planning, and campaign execution, including Sharjah Airport Advertising.
- Proficient in Hootsuite, SEMrush, and Brevo for social, digital marketing, and email campaigns.
- Proven ability to drive results through multitasking, strategic media buying, and collaboration with top UAE publications.
- Handling cross selling and retention of clients

WORK EXPERIENCE

Conquer Training & Development | Fire Safety Training

Dec 2021 - March 2022

Sales Executive | Fire & Safety Industry

- As a Sales Executive in the fire and safety sector, I drove business growth through proactive client outreach and effective communication.
- Key responsibilities included cold calling potential clients, booking client meetings to showcase our offerings, and managing training bookings for HSE officers.
- My customer-focused approach and communication skills strengthened client relationships, contributing to increased sales and customer satisfaction.

LCMedia House | Advertising Agency

Aug 2020 - Oct 2021

Key Account Manager | Brand & Social Media Strategy

- As an experienced Key Account Manager, I excel at managing multiple brand accounts, including Cavinkare, MEERA Haircare, Chik Shampoo, IndicaEasy Haircolour, and more.
- Skilled in planning social media calendars, coordinating with design and content teams, and strategizing to optimize brand results.
- Known for a hands-on approach to client meetings, ideation, and execution, I consistently deliver high-quality work that exceeds expectations.

Though bubbles pvt ltd | Advertising Agency

April 2018 - May 2020

Key Account Manager | Brand & Social Media Strategy

- As a dedicated marketing professional, I've collaborated with diverse clients, including Sai Estate, Kris Gethin Gyms, ICICI Bank, and political projects.
- Under the guidance of the Creative Head at Ogilvy, I honed my skills in client engagement and campaign execution, from taking detailed briefs and attending client meetings to ensuring timely, high-quality delivery.
- Working closely with designers, I excel at crafting impactful campaign ideas across social media, print, outdoor, and brochures. Let's connect to explore how I can leverage my expertise to drive success for your business.

WORK EXPERIENCE

Sanjeevani Advertising | Advertising Agency

June 2017–Feb 2018

Client servicing and content writing

- As a creative marketing professional, I bring a proven track record of securing clients and executing impactful campaigns, especially in the government sector.
- I've developed TVC concepts (e.g., for Raghu Kaka), written government radio ads, and managed events like a high-profile 2017 event in Worli.
- I also presented to the DGIPR government for agency empanelment in audiovisual, radio, and print.
- With a passion for fresh ideas and a commitment to precision, I delivered results that resonate.

Filmygyan | Advertising Agency Bollywood paid media page

July 2016 - Feb 2017

Content Writer

- I specialized in crafting engaging, shareable social media content that drives brand awareness, including high-impact memes that resonate with audiences.
- With experience in writing promotional emails and memes for major movie releases like JOLLY LLB 2 and OK JAANU, I ensure content is compelling, on-brand, and tailored for impact.
- I also authored promotional blogs that clearly convey brand messages and value propositions.

Personal Details

- Current Location: Sharjah, UAE
- Nationality: Indian
- DOB : 28-03-1996
- Marital Status : Married
- Visa Type: Spouse Visa
- Visa Validity: Until 03/02/2025
- Notice Period: Immediate availability
- Reason for Job Change: Career Development
- UAE Driving License : Yes - Automatic Vehicle