

KINJAL SURANA

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Intend to build a career with the organization that provides me ample opportunity to explore & excel in the field of **Marketing** while craving out the niche personal, professional as well as organizational goals. A Motivated team player and has ability to face challenges and work under pressure and panic situation technically and efficiently. Strive to be competent so as to give my best for sake of betterment of the organization.

EXPERIENCE

01/2023 – PRESENT

MEDIA MANAGER, EXCELLENT PUBLICITY

- Single handed managed the Television department of the company and successful run the world-wide TV campaigns for companies like Himalaya Wellness Limited, Zydus Life Science, Narayana Hospital, Helios Capital, GSP Corp Science, Unacademy, Pizza Hut and more.
- Managed TV channels & Radio Stations of MENA regions as well as all category of clients.
- Managed corporate gifting department for UAE Market.

04/2022 – 12/2022

DIGITAL MARKETING EXECUTIVE, FRIENDS STEEL GROUP

- **Media Manager and Content Writer**
Single POC for managing Media - Radio & TV Campaigns and Print Media - Newspapers, Brochures, Dealer Boards, Wall Painting, all the Campaigns were designed keepin line with SPIN technique.
Content Writing for Radio Jingles & Advertisements.
- Managed **Digital Campaigns** - (Facebook & Google AdWords)
Planning, Targeting, Budgeting, executing campaigns, created following SPIN technique. The CPC & CPLC reduced dramatically.
- Managed **B2B portfolios** - India Mart, Trade India, JD Mart
- Managed **Lead Tracking System** and the team that created an automated lead tracking system which was successful in reducing the TAT for initial contact from 3 hours to less than 5 minutes.
- **Key Account Manager** for our biggest clients in Kheda, Anand and, Single POC between them and the company.

06/2021 – 08/2021

FINANCE ANALYST INTERN, BETA INSIGHT BUSINESS ADVISORY

- Completed Training on Basis of Financial Modeling and Business Valuation.
- Build a Valuation Model of a listed company and Made Equity Research report.
- Performed Commercial Due Diligence on behalf of clients and investors.
- worked on Fund Raising, Valuation and Forecasting.

06/2018 – 04/2019

ASSISTANT TEACHER, LITTLE MILLENNIUM SCHOOL

- Organized and managed institute events and classrooms.
- Managed rally on "say NO to child abuse" at kankaria Maninagar of 500+ guest organized by Little Millennium and inaugurated by the mayor of Ahmedabad Smt. Bijalben Patel.
- Managed 100+ Parents Daily.

EDUCATION

2020 – 2022

MASTER OF BUSINESS ADMINISTRATION – MARKETING

SHREE CHIMANBHAI PATEL INSTITUTE OF MANAGEMENT AND RESEARCH

EXTRA CURRICULAR ACTIVITY

- Placement Coordinator
- Core committee member at Anusthapan
- Creative supervisor at Indian Classical Music Event

2017 – 2020

BACHELOR OF COMMERCE,

SHRI NARAYAN GURU COLLEGE OF COMMERCE

2017

H.S.C - COMMERCE,

BEST HIGHER SECONDARY SCHOOL

2015

S.S.C,

DOON INTERNATIONAL PUBLIC SCHOOL

SKILLS

- Strong Social and Conversational Skill.
- Organizing and managerial skill.
- Leadership

PROJECTS

- Effectiveness of Customer loyalty program at Pantaloons.
- Adopting digital business practices to create brand awareness and ease the operations.
- Equity Research Report on Silgo Retail Ltd.



SEMINARS/ WEBINARS

- Digital Marketing Workshop by Manuj Bajaj (2022)
- Thriving in a VUCA World by CPIMR (2022)
- Discovering The Joy of Selling by Ahmedabad Management Association (2022)
- TEDX Paldi (2019)
- Never Say “NO” Attitude by Ahmedabad Management Association (2017)
- Good Manners and Etiquettes by Ahmedabad Management Association (2017)