

Kavya Shah

Passionate marketing professional with a proven track record in creating impactful campaigns. Dedicated to driving results and fostering innovation in dynamic environment.

Work Experience

Dentsu Creative

Manager - Brand Strategy | 1 July 2024 - Present

- Leading a cluster under the Digital Strategy and Planning department
- Evaluating client needs, KPIs and goals to formulate impactful strategy
- Successfully executed: Visa Global Strategy, Complian protein criticality campaign

Senior Executive - Brand Strategy | 1 July 2023 - 30 June 2024

- Data deep dives to create TG cohorts for developing social media audiences
- Monitoring trends and capturing consumer behaviour across varied industries

Executive - Brand Strategy | 1 January 2023 - 30 June 2023

- Developing go-to market and way forward strategies for brands like SKORE condoms, HDFC Sky, Visa, Bajaj Electricals, etc.
- Defining the communication, tonality and strategic route for the brands

Creative Strategist | 22 February 2022 - 31 December 2022

- Working with new business team to pitch to big ticket clients
- Strategising digital marketing and communication assets for potential clients
- Analysing sales channels, industry competition & target audience groups

Independent Content Strategist | Freelancing

1 January 2021 - 31 January 2022

- Developing business and working towards converting prospective clients
- Strategising digital content and marketing path for 20+ startups

Zero Gravity Communications

Sr. Social Media and Content Strategist | 1 July 2020 - 20 December 2020

- Trained upcoming Copywriters and SM Executives
- Initiated new Influencer Marketing department
- Worked with Business Development Team and won 18 pitches

Social Media and Content Strategist | 1 July 2019 - 30 June 2020

- Increased lead generation and organic reach by more than 100%
- Conceptualized varied communication assets and scripted DVC

Digital Marketing Executive | 2 July 2018 - 29 June 2019

- Developed content that lead to an avg. 117% growth in reach for 28+ brands
- Created and evaluated social media strategy and promotional campaigns

Education

IIM Ahmedabad

Blended PGP - Online MBA, 2024 - 2026

Gujarat University

Post-graduate Diploma in Investment and Financial Analysis, 2017 - 2018

Ahmedabad University

Bachelor of Business Administration, 2014 - 2017

Extracurriculars & Short Courses

- Practicing calligraphy artist and Wildlife travel enthusiast
- LinkedIn Learning: Product Marketing Fundamentals and Advanced course
- Google Analytics: Beginners Certificate
- Co-founded "The Artists Brewery": Hosted spoken word poetry events, 2018

Specializations

- Insights curation
- Periodic trend analysis
- Culture and sentiment evaluation

Skills

- Storytelling
- Resource management
- Problem solving approach
- Agility and adaptability

Computer Skills

- Google and Meta advertising
- Search and social analytics
- Hootsuite
- Spark AR

Publication

2017: "Transformation of Higher Education and Peasant Agriculture institutions in Gujarat to Dynamos for the State Economy", International Journal of Economics, Commerce & Management, IISN 2348-4969 Issue no.4 Vol.4.

Awards and Recognition

- **RISE Awards, Dentsu Creative** 2024
- Foxglove Award - **National Bronze** for Evolve Again, 2021
- Foxglove Award - **Regional Silver** for Evolve Again, 2021

Contact Details

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Portfolio:

<http://bit.ly/KavyaPortfolio>