



Samay Shah



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WORK EXPERIENCE

Liqvd Asia

Brand Management Trainee -

- Handling client servicing and digital campaign coordination for **Kotak Life Insurance** and **Woodland** brands
- Developing campaign briefs and collaborating with creative and social media teams.
- Coordinated digital campaigns for Kotak Life Insurance & Woodland, managing cross-team execution and ensuring timely delivery of campaign assets.

Penkraft Ideas Pvt. LTD. | Mumbai (5 Months internship)

E-Commerce Operations & Digital Marketing

- Managed e-commerce operations, including catalogue and inventory management.
- Executed digital marketing campaigns and related processes.

Freelance Events Professional

- Managed client servicing and production for major industry events like GJEPC's IIJS PREMIERE & SIGNATURE for 4 month's project ensuring a seamless experience for stakeholders.
- Served in various event roles, including Production Manager, Asst. Zone Manager, and Artist Coordinator, for events like the Pre-wedding of Anant Ambani and the Mumbai Art Exhibition.

EDUCATION

Indian School of Media 2024: PGDM in Advertising and Event Management

S.M. Shetty College, Powai
2020-2023: Bachelor of Arts in Mass Media & Communication (BAMMC)

S. K. Somaiya, Vidhyavihar
2020: HSC (Commerce)

Model English School
2018: SSC

ABOUT ME

A creative and strategic-minded professional with a PGDM in Advertising and Event Management and a background in Mass Media & Communication. Possesses a proven ability to lead teams, organize large-scale events, and manage digital campaigns. Seeking an entry-level Brand Management role where I can apply my skills in creative problem-solving and strategic brand development to drive growth and market presence.

SKILLS

- Creative & Strategic Thinking
- Social Media Management & Content Creation (Canva)
- Event Planning & Production
- Client & Stakeholder Management
- Team Leadership & Volunteer Coordination
- MS Office (Word, Excel, PowerPoint)
- AI Tools - Learnt from Be10x Workshop

LANGUAGES

- Hindi
- English
- Gujarati
- Kutchi
- Marathi

VOLUNTEER WORK

National Service Scheme (NSS) Captain:

- Created and executed campaigns for the annual Mega Blood Donation Event (5+ times), successfully increasing community participation.
- Managed the social media and digital teams to build a strong online presence and drive engagement for 330+ events, including the Blood Donation Camp, Health Camps etc.
- Recruited and trained over 200 volunteers out of 1000 students, showcasing a proven ability to inspire and build a passionate team.
- Directed the organization and execution of over 330 hybrid events, including renovation drives and health camps, demonstrating strong project and event management skills.