

KRITIKA MISHRA

7304258580 / mishrakritika608@gmail.com

PROFESSIONAL SUMMARY

Client Servicing Executive with 3+ years of experience in advertising and marketing. Skilled in managing client relationships, developing communication strategies, planning content, and coordinating end-to-end campaign execution. Experienced in delivering branding, social media, website, and marketing projects while collaborating with cross-functional teams to achieve client objectives.

PROFESSIONAL EXPERIENCE

Client Servicing Executive
Openspace Advertising & Marketing Consultancy
April 2023 – Present

- Manage client communication and project requirements across multiple accounts.
- Develop communication and content strategies aligned with brand objectives.
- Coordinate with content, design, web, and production teams for project execution.
- Lead campaign planning and execution across digital and offline platforms.
- Prepare project briefs, manage timelines, and ensure timely delivery.
- Support social media and email marketing initiatives.

ACADEMIC PROFILE

GRADUATION

**SIES College of Arts, Science and Commerce
– Sion Mumbai University (2021- 2024)**

Bachelor of Arts in Multimedia and Mass
Communication – 8.55 CGPA

REFERENCE:

Yusuf Lokhandwala
Founder, Openspace Advertising & Marketing Consultancy
Email: yusuf@osagency.in / Phone no: 98194 48005

KEY PROJECTS & CONTRIBUTIONS

Honey All Day

- Contribute to content strategy, campaign ideation, and social media planning.
- Develop communication ideas and coordinate execution across digital platforms.
- Instagram: @honeyalldayofficial

Design Project (Academic)

- Conceptualized and designed a creative branding project as part of the final-year academic curriculum.
- Portfolio: [Click Here](#)

Branding & Event Production

- Coordinated and executed office branding projects, including signage, environmental graphics, and installation activities.
- Managed production requirements and collaborated with vendors to ensure timely execution of branding and event-related deliverables.

TOOLS

Microsoft Office Suite • Canva • Adobe Photoshop • Adobe Illustrator • Google Workspace • Meta Business Suite • Brevo • Basic WordPress Management

KEY SKILLS

Client Servicing • Campaign Management
• Content Strategy • Brand Communication
• Project Coordination • Social Media Marketing • Email Marketing • Content Writing • Stakeholder Management • Creative Briefing