

VYOOM RASTOGI

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PROFESSIONAL SUMMARY

Client-servicing professional with 16+ months of agency experience managing integrated mandates across residential real estate, BFSI, retail, and commercial real estate. Proven track record of independently running multi-format campaigns — from 360° brand launches and OOH to social media retainers and high-profile celebrity shoots — while maintaining strong client relationships and delivering under pressure. CAPM-certified, analytically sharp, and ready to step into a senior client servicing role.

WORK EXPERIENCE

4AM Worldwide Pvt Ltd

Account Management Executive

Mumbai, Maharashtra

Feb 2025 – Present

House of Hiranandani (Residential Real Estate)

- Managed the full suite of marketing collaterals — OOH, site branding, directional signage, print ads, and emailers — across HOH's pan-India project portfolio
- Led creative ideation for marketing route development for HOH's Chembur project, translating brand vision into campaign territories
- Coordinated and executed a 3-film testimonial video shoot at HOH Woodspring, Kalyan — handling location, crew, client liaison, and post-production delivery
- Compiled quarterly competition scan decks tracking competitor positioning across premium real estate markets in Hyderabad and Mumbai

Utkarsh Small Finance Bank (BFSI)

- Managed a sustained social media retainer mandate — delivering AI-generated reels, bus shelter designs, and sustenance creatives across platforms
- Oversaw a contest-based campaign microsite during the IPL season, coordinating content, design, and tech teams for seamless launch and ongoing management
- Coordinated a celebrity shoot with Sunil Chhetri producing 10 reels, podcast content, and cut-down clips; additionally managed a cross-brand shoot with Sunil Chhetri × Mumbai Indians
- Conducted primary research (interviews and surveys) to map brand perception and emotional resonance among the bank's target audience; insights informed campaign strategy

South City Mall (Retail)

- Managed the official South City Mall social media handle including daily posting, scheduling, and online reputation management
- Delivered the Durga Pujo campaign end-to-end, contributing to the highest September sales recorded in the mall's history
- Executed mini-campaigns including Women's Day and seasonal retail activations

NCK House – Jasani Builders × JSW (Premium Real Estate)

- Managed marketing collaterals for NCK House, a premium upcoming project on Linking Road, Mumbai
- Developed and presented the creative route, and upon approval, led execution of the brochure, teaser creatives, and associated marketing materials

KK Umbrellas

Marketing Intern

Kolkata, West Bengal

Jun 2023 – Jul 2023

- Conducted competitor and audience research; developed promotional materials that improved volunteer sign-ups by ~50%

CERTIFICATIONS & TRAINING

Certified Associate in Project Management (CAPM)® | PMI | Dec 2025

Google Project Management Specialization | Leadership Skills – IIM Ahmedabad | Pre-MBA Statistics – IIM Ahmedabad

EDUCATION

Narsee Monjee Institute of Management Studies

Bachelor of Business Administration – Marketing

Navi Mumbai, Maharashtra

2021 – 2024

GPA: 2.74/4.0 | Relevant Coursework: Business Analysis, Digital Marketing, Consumer Behaviour, Operations Research

Positions: Head of Hospitality – Sports Committee; Marketing Member – Rotaract Club

SKILLS

Client Servicing: Account Management, Client Communication, Brief Interpretation, Relationship Management, Reporting & Reviews

Campaign Management: Integrated Campaigns, Social Media Retainers, OOH, Print, Digital, Brand Launches, Celebrity Shoots, On-ground Events

Sectors Served: Residential Real Estate, BFSI, Retail, Commercial Real Estate

Tools: Canva, Excel, Jira, Power BI, Tableau, Meta Business Suite

Languages: English (Fluent), Hindi (Fluent), Bengali (Conversational)