Aakshi Agrawal

Mumbai, India | +91 81695 78410 | aakshi.agrawal24@gmail.com | linkedin.com/in/aakshi-agrawal

SUMMARY

MBA Marketing professional with 3+ years of experience driving client growth, marketing execution and stakeholder engagement across consulting and agency environments. Generated Rs. 55 lakh+ in quarterly revenue, led a 10–11+ member team and managed 15–20+ client accounts. Brings hands-on expertise in brand pitches, advertising audits, campaign execution, influencer collaborations and client relationships—translating market insights into actionable marketing recommendations.

TECHNICAL SKILLS

Marketing: Campaign coordination, Creative briefs, Collateral, Competitor research, Social content

Communications: Case studies, Testimonials, Client presentations, Stakeholder and vendor coordination

Execution: Team leadership, Training, Schedules, Approvals, Programme and event coordination

Tools: PowerPoint (presentations), Excel (tracking and reporting), Zoho CRM (contact and activity tracking)

EDUCATION

Symbiosis International University, Nagpur **2023**

MBA – Marketing

GPA: 9/10

2021 – 2023

University of Mumbai **2021**

BBA

GPA: 8/10

2018 – 2021

EXPERIENCE

Acumen Business Catalyst Pvt. Ltd. **Nov 2025 – Sep 2026**

Associate Consultant

- Supported Kolkata office launch and workshop promotions through LinkedIn, invitations and enquiry follow-ups.
- Collected client testimonials and developed case studies for presentations, LinkedIn and website content.
- Researched competitor programmes, pricing and communication to inform client-facing presentations and proposals.
- Coordinated briefs, feedback, documentation and delivery across 15–20+ client accounts.
- Independently generated Rs. 55 lakh+ in quarterly revenue across client programme engagements.
- Coordinated client engagements with Hiranandani, J. Kumar Infraprojects, Piramal, Bombay Realty, Honda Cars, Bajaj Electricals, Greenply, Asian Paints, Nerolac, Yokohama, Vardhman and RAK Ceramics.
- Coordinated trainers, vendors and programme logistics, including schedules, commercial terms and delivery requirements.

EasyInsights.ai (sister company of ETML) **Apr 2025 – Jul 2025**

Team Lead

- Led a 10–11+ member team, coordinating training, client interactions, work allocation and performance reviews.
- Translated analytics, attribution and campaign measurement needs into solution discussions with internal teams.
- Managed client engagement across Kosmoderma, LetsDressUp, DentalKart, Berger Paints, Mamaearth, WATI and Atomberg, managing a portfolio generating Rs. 10 lakh+ in monthly client revenue.

ETML (acquired by McKinsey & Company) **Feb 2023 – Mar 2025**

Associate – Business Development

- Built presentations from specialist Meta, Google Ads and website audit findings, translating data into recommendations for marketing objectives and customer acquisition.
- Developed brand presentations for Berowits Hair & Skin Clinic, LimeRoad, Bella Vita, Forest Essentials, Krishna Ayurveda and Basanti Kapde Aur Koffee, working with audit and strategy teams.
- Managed a client portfolio generating Rs. 40 lakh+ in quarterly revenue.

Chocolini **Aug 2022 – Sep 2022**

Digital Marketing Intern

- Launched the brand's Facebook page and executed Meta campaigns, converting enquiries into paid class bookings.
- Generated Rs. 15 lakh+ in monthly revenue through managed digital campaigns.

FCB Ulka – SBI Mutual Fund account **Apr 2022 – Jun 2022**

Client Servicing Intern

- Coordinated creative briefs, approvals, factsheets, leaflets and regional language adaptations with creative, studio and language teams; maintained daily Job Status Reports.

Nimble Growth Organics **Sep 2021 – Oct 2021**

Brand Associate Intern

- Created LinkedIn content, polls and community outreach for a month-long organic farming awareness initiative.

PROJECTS

Skin Tech – Social Media Creative Project | Concept, Copy & Design

- Created 30+ social media creatives for phone skins, owning concepts, copy and design across product posts, promotional offers, memes and Instagram Stories.
- Handled influencer outreach, briefing, content approvals and coordination for Skin Tech promotional content.
- Increased Instagram followers by 4x through social content and influencer collaborations.

Competitive Advertising Review & Internal Research | FCB Ulka

- Prepared a review of 200+ slides across print, TV and social media; surveyed 100+ respondents to identify internal coordination improvements.

LinkedIn Content & Community Growth | Nimble Growth Organics

- Delivered 3x LinkedIn follower growth through a month-long content series and community outreach.

CERTIFICATIONS

Google Digital Marketing

Google Ads Search