

VAIBHAVI JOBALIA

• MUMBAI • +919909891275 • jobaliav@gmail.com • <https://www.linkedin.com/in/vaibhavi-jobalia-b80813b8>

EDUCATION

XAVIER'S INSTITUTE OF COMMUNICATION, MUMBAI

POST GRADUATE DIPLOMA IN ADVERTISING AND MARKETING COMMUNICATIONS

APRIL 2018

Received grade 'B+'

MAHARAJA SAYAHIRAO UNIVERSITY OF BARODA

BACHELORS OF BUSINESS ADMINISTRATION

APRIL 2016

GPA: 6.01

Graduated with distinction

EXPERIENCE

WIZCRAFT INTERNATIONAL ENTERTAINMENT

MUMBAI, INDIA

SENIOR EXECUTIVE – CONCEPTUALIZER AND COPYWRITER

AUGUST 2019 – PRESENT

My key responsibility is to conceptualize corporate and entertainment events that aim at either increasing the brand value or launching a new product. The role also gives me an opportunity to write indoor/ outdoor campaign copy and design activations that enhance the image of the brand in the eyes of its stakeholders, delivering an exceptional experience.

SHOBIZ EXPERIENTIAL COMMUNICATIONS

MUMBAI, INDIA

BRAND STRATEGIST

FEBRUARY 2018 – APRIL 2019

My key responsibility is to design impactful consumer experience with tangible results for brands that aim to communicate a unique proposition. The role involves understanding the consumer market and key attributes of the product or service proposition by the brand in order to design communication that not only changes the behavior but also increases awareness and relevance of the brand.

- Co-ordinated with Account Management and Design team to create a B2B activation for Times of India as the brand wanted to highlight its regional and national reach. The activation saw a footfall of 2500 people over a period of only 2 days – remarkably high than client's expectation of about 500-700 people over the same period of time.
- Consistently coordinated with Content team and Account Management team to design an event for SAP India, an event that consisted of 500 senior level members and generated a revenue of \$7 million.
- Helped in designing a communications strategy by working as a highly dedicated and efficient team member of an event that generated a revenue of \$8.6 million and saw a footfall of 1000-1500 people.
- Client base spans across IT, FMCG and Auto.

JEUNES CORPORATION

VADODARA, INDIA

MARKETING INTERN

MAY 2016 – JUNE 2016

The role allowed me to take first step in the field of marketing by exploring ways in which sales could be increased and the company could connect better with its customers, leading to long term profitability.

- Led a team of 3 people to connect with prospective customers through email marketing, SMS marketing and social media marketing.

INDEPENDENT PROJECTS

I have worked on the concept of up cycling the malt waste (spent grain) in order to make edible items that are proven to be at least twice in the nutrition as compared to counterparts in the market. The main idea was to create a business cycle in which the concept of up cycling is used heavily to combine eco-friendly needs of today's world with highly competitive demands of the market in terms of product innovation. The product was made over a span of 4-5 months with help from professors at St.Xaviers, Mumbai.

SKILLS

- Proficient in MS OFFICE
- Intermediate Research skills
- Cross- functional team experience
- Beginner in Adobe Photoshop
- Beginner in Adobe Illustrator
- Beginner in Adobe InDesign
- Beginner in Digital Marketing
- Proficient interpersonal Communication skills
- Intermediate strategic and planning abilities
- Intermediate in developing creative solutions

HONORS

- Received a district rank in the 6th grade International Chintana Maths Exam.
- Received Vankat Vemulapalli Memorial award for best AD film – 2nd runner up

EXTRA-CURRICULAR ACTIVITIES

- Volunteered to teach under-privileged children the language of English to enhance their communication skills
- Worked in the capacity of 'CULTURAL PRESIDENT' for a year in the secondary high school
- Worked in the capacity of 'Marketing Manager' for a cultural festival in Undergraduate school