



NINAD JAYANT JOSHI

RELEVANT EXPERIENCE

Management Trainee - Brand Strategy & Planning

Hakuhodo International, India | December 2020 - Currently Working

Primary brands - Maruti Suzuki True Value, NEXA S-Cross

- Creating the annual brand communication & messaging strategy (FY21-22) for True Value & S-Cross - basis past year's digital, social & mainline brand performance & business performance
- Developing an integrated brand campaign for True Value, in line with the annual communication strategy
- Analysis of primary & secondary data and deriving consumer insights, as applicable to S-Cross & Maruti Suzuki True Value
- Competition tracking & analysis, deriving messaging trends & focusing on identifying key interventions to combat market threats
- Developing annual social communication strategy to focus on actively sustaining brand KPIs with interventions on social platforms

Other brands - Sony Semiconductors, Kao - Bioré, Panasonic

- Working on a brand launch & communication strategy for Sony Semiconductors - market watch, competition tracking, deriving insights, plotting consumer journey & researching potential consumer touchpoints in the smartphone market as part of the first phase of the launch
- Analysis of primary research for Kao - Bioré UV Aqua Rich to derive insights
- Secondary research pertaining to real estate trends in India for Panasonic (Lighting solutions)

Other Jobs -

- Realtime competition tracking for True Value & S-Cross
- Realtime trend tracking of POC (Pre-Owned Car) & SUV market
- Daily coordination with client servicing team & efficiently addressing daily client needs

Account Planning Internship

Hakuhodo International, India | June 2020 - August 2020

- Working under the planning team and conducted a project on gauging "Consumer attitude towards retail in post - COVID world" in 5 industries - Processed foods and beverages, Homecare and personal care, Automobile, Real Estate and Fashion
- The area of focus revolved around the analysis of consumer perceptions of 250+ respondents by qualitative and quantitative research and projecting the shifting consumer behavioural trends and insights in the upcoming 6 months to 1 year across categories
- Creation and presentation of a 150-page report to the senior management, containing thorough and extensive future projections of consumer behaviours, trends and their driving factors with emphasis on sustainability of said trends

PR Internship

MSL India | November 2019-December 2019

- Worked with the consumer PR team handling HONOR and Panasonic as primary clients
- Generated an in-depth competition analysis of wearables, tablets and laptops with current and future trends
- Part of the team planning and executing Christmas Campaign 2019 for HONOR mobiles
- Part of primary prelaunch duties of HONOR 9X Mobile phone and launch duties for the soft launch of HONOR AM115 earphones
- Side duties included drafting press releases, authored articles coverage reports, settlement reports, monthly and weekly reports

EXECUTIVE SUMMARY

Determination, diligence, creativity, research and teamwork, skills employed in everything I do, I have my focus set on becoming a seasoned brand strategist and an excellent manager

SKILLS

- Strategic Planning
- Primary & Secondary Research
- Consumer Insights
- Leadership
- Teamwork

EDUCATIONAL BACKGROUND

The Delhi School of Communication,
New Delhi

Post Graduate Diploma Programme in Communication (2019-2021), Specialization - Integrated Marketing Communications

Swami Vivekanand Subharti University,
Meerut

Master of Arts in Communication (2019 - 2021)

DAV University,
Jalandhar

BSc. (Hons.) in Biotechnology (2016-2019)

Kendriya Vidyalaya (ONGC),
Ahmedabad

High School, Secondary and Sr. Secondary (2015)

CONTACT DETAILS

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PERSONAL REFERENCES

Mr. Samil Malhotra

Co-founder, Silver Bullet

Ms. Rupanjali Lahiri

Associate Director, The Delhi School of Communication

Thesis Project

Collaboration between Mindshare India and The Delhi School of Communication | July 2020 - December 2020

- Undertook a Master's Thesis project on identifying Trends in Conversational marketing

ACADEMIC ACCOMPLISHMENTS

The Delhi School of Communication

Awards & Accomplishments

- Bronze Medalist of PGDPC Batch XXV
- The Dean's Award - 3rd & 4th Semester Topper
- Surojit Lahiri Excellence Award for Brand Architecture
- Surojit Lahiri Memorial award for Cultural Studies
- Subject Topper - Brand Architecture, Cultural Studies, Direct Marketing, Film Production & Film Marketing
- Thesis Project in collaboration with Mindshare India - Trends in conversational marketing

Media & Entertainment Skill Council

Certification

- Account Executive Certification obtained from Ministry of Skill Development & Entrepreneurship conforming to National Skills Qualification Framework Level - 5

Model United Nations

Award

- Won HIGH COMMENDATION as the delegate of Bolivia in the UNICEF Committee at the Hans Raj Mahila Mahavidyalaya Model United Nations, 2016

DAV University

- Permanent member of Rostrum, the literary club of DAV University
- Coordinated and handled all cultural events of DAV University from 2017-2019