



## THOMAS PROFILE COMPETENCIES

**Interpersonal Skills**  
**Analytical Thinking**  
**Influencing Skills**

## TECHNICAL SKILLS & CERTIFICATIONS

**Social Media Marketing** – *Advanced*  
**E-mail Marketing** - *Intermediate*  
**Social Media Paid Advertising** - *Beginner*  
**WordPress Website Design** - *Beginner*  
**Content Marketing Certification** from *HubSpot*  
**Advanced Google Analytics Certification** from *Google*  
**Advanced Digital Marketing Course** from *ASDM*

## INTERESTS & HOBBIES

**Writing**  
**Reading**  
**Reviewing Films**

## REACH ME AT

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## LANGUAGE

**English, Hindi & Gujarati**  
(Reading, writing, speaking, and listening)

## Bhavya Mehta

*PGDM in Marketing with Innovation and Entrepreneurship Minor - Equipping for MarTech*

## CAREER OBJECTIVE

Seeking a challenging position in the marketing domain, that allows me to use my creativity, and analytical skills to enhance the client's visibility, brand voice and sales.

## PROFESSIONAL EXPERIENCE

**Organization:** Social 101  
**Designation and Duration:** Solution Strategist – Team Lead (12 Months)  
**Summary:** Managed corporate clients like Great Place to Work and delivered my services in the form of content writing, e-mail marketing, social media marketing and designing content calendars.  
**Start-up:** Joy Script  
**Co-founder | Since 2020**  
**Summary:** Developed 2 guided self-care journals to boost mental wellness, selling 150+ copies in a span of 6 months across India generating revenue of INR 1 Lakh.

**Organization:** Keep Learning (DSJKL)  
**Designation and Duration:** Marketing Intern (2 Months)  
**Summary:** Overlooked that website migration process of JAGSoM's Online PGDM Program and automated the lead generation process through LeadSquared (CRM Tool).

## INDUSTRY PROJECT

**Organization:** Miso (Jewellery Brand)  
**Designation and Duration:** Social Media Content Manager (8 Months)  
**Summary:** Developed social media content for the brand, increasing website sales by 30%.

## ACADEMIC PROJECT(S)

**Topic:** Web Scrapping & Topic Modelling on Mental Health-Related UGC  
**Objective:** To discover and understand the reasons why people feel depressed, using web scraping tools and topic modelling tools.

**Organization:** JBL  
**Topic:** RFP Positioning of the headphone wearables in the masstige category  
**Objective:** Establish JBL as a competitor in the mid-range headphones category along with driving traffic for the brand from aggregator platforms to its own website (*project in progress*)

## PROFESSIONAL QUALIFICATION

**Post Graduate Diploma in Management in Marketing | Entrepreneurship**  
Jagdish Sheth School of Management, Bengaluru | **Class of 2024 | CGPA of 8.7**

**Bachelor of Business Administration** | SDJ International College, Surat | 2020 | **CGPA: 7.5**

## PAST EDUCATION

**Higher Secondary with Commerce** | SD Jain Modern School, Surat | 2017 | **90%**  
**Secondary School** | SD Jain Modern School, Surat | 2015 | **CGPA of 10.00**

## ACCOMPLISHMENTS & ACTIVITIES

- **Chief Digital Marketing Officer** for Kanyathon, and contributed towards digital marketing by increasing organic reach and generating 2000+ leads through paid ads
- **Committee Head** in Innovation Incubation Committee, JAGSoM, (2022-24)
- **First Runner-Up:** UGC Content Analysis Competition, organized by Prof. Anitesh Barua (2023)
- **Head of Department** at Inferno Model United Nations (2019 and 2018)