# Aditi Prabhu

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## Profile

Proactive and innovative MSc Advertising and Marketing Communications graduate with expertise in branding, digital marketing, and customer engagement. Skilled in adapting strategies to multicultural environments, with a proven track record of delivering impactful marketing campaigns. Seeking to contribute to dynamic organizations in Dubai's fast-paced marketing industry.

## Work Experience

Business Client Services | HSBC | Oct 2023 to Dec 2024  
• Provided customized financial solutions, improving Commercial Banking client experiences.  
• Promoted digital banking services to drive customer adoption and engagement.  
• Fostered cross-department collaboration to ensure compliance and client satisfaction.

Retailer | Michael Wisher | Mar 2022 to Mar 2023  
• Enhanced brand visibility during international events, including Commonwealth 2022.  
• Designed and executed social media campaigns, achieving a 92% increase in recognition.  
• Leveraged customer feedback for strategic marketing insights.

Campus Ambassador | MyCaptain | Feb 2021 to Apr 2021  
• Spearheaded email marketing initiatives, improving engagement metrics.  
• Built strategic campus relationships to amplify brand visibility.

Social Media Marketing | Crazy for Success Foundation | May 2020 to Aug 2020  
• Conducted competitor analysis to refine social media outreach.  
• Led a high-impact campaign, boosting Instagram followers by 53%.  
• Delivered actionable performance insights for continuous improvement.

## Education

Nottingham Trent University | MSc Advertising and Marketing Communications | Sep 2021 - Sep 2022  
K. E. S. Shroff College | Bachelors of Mass Media | Jun 2018 - Jun 2021

## Projects

• Optimized marketing strategies for a UK-based company, increasing customer base by 10%.  
• Enhanced website traffic through targeted campaigns, achieving a 12% growth in conversions.  
• Created compelling content, boosting engagement by 20%.

## Certifications

• HP Life - Customer Relationship Management, Social Media Marketing, Unique Value Proposition  
• Google – Creative Certification, Google Ads Display, Search Ads 360

## Skills

Digital Marketing, Social Media Marketing, Microsoft Excel, PowerPoint, Illustrator, InDesign, Photoshop, CorelDraw

## Additional Information

Languages: English (Native), Hindi (Native)  
Interests: Art, Traveling, Music