DEVANSHI SHAH

Account Manager| Brand Strategy & Management | Integrated Marketing

Hyderabad, India | devanshishah389@gmail.com | LinkedIn

PROFESSIONAL SUMMARY

Brand strategist with 3+ years of experience delivering 360° campaigns across digital, OOH, PR, and activations for healthcare, government, real estate, and hospitality clients. Scaled campaigns to 8M+ views, led a team of 5, and managed 18+ concurrent accounts, translating business objectives into integrated brand communication. Skilled in brand positioning, stakeholder management, and end-to-end campaign delivery.

CORE COMPETENCIES

Brand Strategy & Positioning • Integrated Campaign Management • Consumer & Market Insights
Go-to-Market Planning • Stakeholder & Client Management • Vendor & Team Leadership
Creative Briefs & Direction • Digital & Social Strategy

PROFESSIONAL EXPERIENCE

Account Manager *May 2026 – Present*
RBC Worldwide |Hyderabad

- Drive brand strategy and 360° campaigns for 18+ concurrent accounts across digital, OOH, PR, and events
- Led IIID Showcase Insider X 2026, delivering 8.1M+ views, 6.5M+ reach, 48.2K+ interactions, 22K+ visitors
- Executed Telangana Govt's Vision Book 2047 and Davos 2026 Pavilion, aligning senior government stakeholders
- Retained 36% of clients on retainer for 12+ months and won repeat projects from 43% through client management
- Managed a 5-member cross-functional team across concurrent projects, ensuring on-time delivery
- Negotiated vendor contracts and managed production budgets, balancing cost, quality, and timelines

Sr. Executive – Brand Management Services *Nov 2024 – May 2026*
RBC Worldwide |Hyderabad

- Developed campaign concepts, communication plans, and creative briefs from client business objectives
- Coordinated creative, production, PR, and vendor teams to deliver multiple simultaneous projects on time
- Presented strategy and creative to clients, securing approvals and negotiating scope and timelines

Client Servicing Associate *May 2024 – Sep 2024*
Ebani Advertising | Hyderabad

- Managed 8 client accounts, generating ₹12L+ in revenue within 4 months through growth and new business
- Reduced content approval turnaround by 40% by streamlining cross-functional coordination

Digital Marketing Executive *Jul 2023 – Apr 2024*
Degefy | Hyderabad

- Built social media strategy and content calendars aligned to brand positioning for multiple brand accounts
- Grew organic social following by 6,000+ in 6 months through data-driven content and engagement optimization

Sales Trainee *Apr 2023 – Jul 2023*
Exide Industries Limited | Hyderabad

- Conducted market and competitor research across 100+ retail locations to surface category insights
- Designed and ran surveys with 500+ customers; presented findings to senior management to shape strategy

EDUCATION

Post Graduate Diploma in Management – Marketing *2021 – 2023 | CGPA: 9.02*
International School of Management Excellence, Bangalore

Bachelor of Commerce *2017 – 2020 | CGPA: 8.04*
Pragati Mahavidyalaya Degree College, Hyderabad