

Chaitali Korgaonkar

Marketing Professional

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Creative, flexible, and client-focused marketing professional with 4+ years of experience across digital and on-ground brand campaigns.

Currently working as a **Creative Operations Partner (Account Manager)**, overseeing end-to-end campaign execution, content planning, and client servicing.

Skilled in crafting brand narratives and delivering measurable results through social media strategy, brand activations, and integrated marketing.

Have successfully worked with leading brands across diverse sectors, delivering creative solutions aligned with business goals:

Sectors Worked In:

Real Estate, Security Solutions, Power & Energy Solutions, Consumer Durables (Cooling Solutions), Hospitality, Industrial Lubricants & Petrochemicals, Food & Beverage (Premium Delivery & Dining), Aviation Catering & Hospitality Services, Gourmet Catering & Culinary Experiences.



Portfolio Link

- <https://chaitalikorgaonkar.wixsite.com/website-1>



Skills

Client Relationship Management



Account Management



Marketing Management



Strategic Thinking



Platform Expertise



Team Management





Work History

Mar 2025 -
Current

Creative Operations Partner (Account Manager)

Creative Land Asia Pvt Ltd, Mumbai, India

In the Delhi-NCR market, I played a strategic role in shaping the brand presence of **Godrej Properties Limited** through integrated marketing campaigns with a core focus on offline engagement. From experience centre launches to digital storytelling, I ensured cohesive brand communication across touchpoints and channels — delivering a consistent customer journey from on-ground activation to digital recall.

Key Responsibilities:

- Led end-to-end execution of experience centre launches and channel partner (CP) meets
- Managed on-ground branding: hoardings, site branding, event signage, and print collateral
- Coordinated with vendors and internal teams for timely delivery and quality execution
- Developed walk-in experience materials aligned with the customer journey and project positioning
- Supported digital rollout including launch teasers, social media creatives, emailers, and WhatsApp communications
- Ensured brand consistency across offline and online touchpoints from pre-launch to activation
- Collaborated on short-form content for integrated storytelling
- Acted as the primary liaison between client and creative teams to streamline campaign execution

Key Projects: Godrej Miraya, Riverine, Vrikshya, Nature+, Majesty, Alira, Green Estate

Sep 2024 -
Feb 2025

Assistant Manager - Strategy & Client Servicing

Atomyc Content Marketing Solutions, Mumbai, India

Specialized in managing client relationships, brand strategy, and social media campaigns.

- **Brands:** Godrej (Security Solutions & Power Energy), VTP Realty, Zoy Care
- **Key Responsibilities:** Managing client relationships, brand strategy, social media campaigns, EDM creatives, Amazon A+ & B+ content, lifestyle photoshoots, offline marketing materials, and Google My Business reviews.

Aug 2022 -
Aug 2024

Associate Manager - CS & SM

White Digital Canvas Pvt Ltd, Mumbai, India

Skilled in multi-platform content management, social media strategy, and content curation.

- **Brands:** Soulinaire, Symphony Limited, Qmin, TajSats, Raj Petro, Zoomol Lubricants, Taj Amer
- **Key Responsibilities:** Managing social media and client relationships, planning content calendars and campaigns, driving online reputation and engagement, handling reporting, metrics, and budgets, conducting brand and competitor analysis, ideating content and delivering client presentations, managing billing and invoicing.

Feb 2021 - Senior Customer Service Associate

Oct 2021

First Source Limited, Mumbai (Remote)

- Analyzed customer issues and collaborated on solutions.
- Promoted products to enhance customer experience and meet sales targets.
- Responded to inquiries, resolving product, billing, and service issues.
- Ensured satisfaction with follow-ups and issue escalation.
- Adhered to SLAs (Service Level Agreement), policies, and data protection standards.
- Maintained records and participated in training to improve skills.

Mar 2016 - Marketing Intern

Jun 2016

Heena Tours & Tours, Mumbai

- Plan custom itineraries, advise clients on travel options, and provide key information and guides.
- Stay updated on tourism trends and create promotional materials to market tour packages.



Education

Apr 2024 MBA: Marketing Management

NMIMS (Executive MBA)

Grade - A

Sep 2022 Diploma: Tourism And Travel Management

India International Trade Center - Mumbai, India

Jun 2020 BCOM: Commerce: Commerce

Narsee Monjee College of Commerce And Economics - Mumbai, India

Grade - B

Jun 2017 HSC: Tourism And Travel Management

Narsee Monjee College of Commerce And Economics - Mumbai

Grade - 78%



Certifications

Sep 2022 Great Learning Academy - Introduction to Digital Marketing

- ◆ **Sep 2022** Great Learning Academy - Instagram Marketing Fundamentals
- ◆ **Sep 2022** Great Learning Academy - Social Media Management
- ◆ **May 2016** MSCIT (Maharashtra State Certificate in Information Technology)
- ◆ **Jun 2016** Advanced Excel Certified Course.