

Pranali Natekar

Marketing brain, strategy backbone and a designer's eye.

Shaped by international experience of 3 years, where I translated brand strategy into clear, impactful visual communication. Backed by dual master's degrees in Marketing Communications and Visual Communication, I bring creativity with clarity to every project.

Educational Background

- Ecole Intuit Lab, Mumbai, India
PG in Advertising, Design & Digital Communication
June 2026
- University of Westminster, London
MA. Marketing Communications
February 2022
- Mulund College of Commerce, Mumbai, India
Bachelor in Mass Media
September 2020

Work Experience

Social Vrtx (Stanmore)
Social Media & Content Executive
June 2024 - August 2024

- Shot and edited short-form video content (reels) for client social media platforms.
- Managed social media content for two client accounts from creation to scheduling.
- Planned and executed monthly content calendars aligned with brand tone and campaign goals.
- Conducted competitor research to identify content trends, gaps, and opportunities for differentiation.
- Designed static social media posts optimised for engagement and platform formats.

RoboThink, UK (London)
Marketing and Sales Associate
June 2021 - February 2024

- Experience in brand awareness and development.
- Expertise in building and nurturing customer relationships.
- Managed a budget for efficient advertising opportunity.
- Accomplished in producing engaging creative content for social media where I filmed and designed 100+ posts.
- Management of social media channels of RoboThink Stanmore, Junior Einsteins and RoboThink UK (now renamed as Creative IQ)
- Effective organization and execution of 30+ events (summer fairs, winter fairs, school assemblies)
- Efficient liaison with designers, printers, and coordination of photoshoots.

Contact

9004260391
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Based in Mumbai

Professional Skills

Designing (Adobe Suite, Figma)
Video Editing (VN, Inshot)
Project Management
Public Speaking and Presentation
Team Management
Event Planning

Soft Skills

Creative Thinking
Adaptability
Positive Attitude
Good Listener

Certifications

1. DELF -Diplôme d'études en langue française (A1, A2 and B1 Level)
2. IELTS - English Proficiency Test (7 pointer)

My Portfolio

[Click Here](#)

My LinkedIn

[Click Here](#)

- Managing a team of marketing interns for promotional activities
- Proficient in maintaining and updating customer databases (CRM)
- Managed a pipeline of over 100 potential clients, leading to a 20% conversion rate.
- Managed and onboarded relevant influencers.

Hobbies

1. Listening to music: I have a passion for discovering new music across various genres and enjoy attending live concerts and festivals.
2. Making videos - I have a Youtube channel with over 3k subscribers
3. Travelling: I have a love for exploring new cultures and destinations.