

Eshita Patel

Flat No. 801, Bldg. 2-D, Rajyog CHS, New Mhada Towers, Near Lokhandwala Circle, Andheri (West), Mumbai - 400053.

Contact Number: +919167466770

Email ID: eshita.patel90@gmail.com

LinkedIn Profile: www.linkedin.com/in/eshita-patel-40132a200

CAREER OBJECTIVE:

To be a part of a challenging team which strives for the better growth in an organization where I can enhance my knowledge and skills

CORE COMPETENCIES:

- Comprehensive understanding of traditional and digital media
- Significant experience determining the appropriate media mix
- Communicate and collaborate effectively
- Quick Learner
- Ability to work under pressure and meet deadlines
- Interpersonal skills (ability to work with colleagues at all levels across multiple locations)
- Attention to detail
- Adaptability and multitasking
- Presentation and public speaking
- Strong work ethics

WORK EXPERIENCE:

Media Analyst at Onclusive

10/11/2025 till date (3 Months)

Work Attributes:

- Media Analysis
- Knowledge of BFSI, Automotive and Government sectors
- Data Metrics and Analysis, Knowledge of Keyword and Boolean embedding
- Client Management - Currently managing Corporate Communications Team of HDFC Bank, TVS, Bajaj Group (Finance & Hindusthan) and Government clients of MoRTH and NHIDCL
- Managing a team of 25 people
- MIS Reporting using MS Excel and Powerpoint at Operational Level; develop and deliver custom reporting
- Monitor and analyze media coverage a

Manager - Insights at KANALYTICS (Kailasa Analytics & Services Pvt. Ltd.)

27/01/2023 till 02/11/2025 (3 Years)

Work Attributes:

- Media Analysis
- Knowledge of BFSI, Automotive and Government sectors
- Data Metrics and Analysis, Knowledge of Keyword and Boolean embedding
- Client Management - Currently managing Corporate Communications Team of HDFC Bank, TVS, Bajaj Group (Finance & Hindusthan) and Government clients of MoRTH and NHIDCL
- Managing a team of 25 people
- MIS Reporting using MS Excel and Powerpoint at Operational Level; develop and deliver custom reporting
- Monitor and analyze media coverage and industry trends to identify opportunities and potential risks
- Reporting on all campaigns and communication activities, providing results and actionable recommendations
- Press Releases & Media Activities -
 - Benchmark the media activities of the assigned business
 - Monitor results and evaluate the impact of all media activity & initiatives

- Measure and Report the releases and communications practices on a regular basis
- Prepare PR activities performance trackers on monthly, quarterly, annual basis or as requested
- Liaising with different PR Teams for streamlining regular output
- Read and sort the coverage to ensure accurate & timely updates can be shared with clients every day
- Implement and analyze data to create Weekly, Monthly, Quarterly and Annual reports
- Analyze large sets of data and measure against historical performance
- Identify trends by vertical (business type), source and other various data points
- Curated custom data reports for potential clients (Few projects - RBI (MPC) and Bajaj Finance, Jio Finance)
- SEBI Listing Obligations and Disclosure Requirements (LODR) compliance reporting
- Gathering the insights to improve effectiveness and ensure data accuracy and quality
- Automation of activities on a continuous basis
- Working on Ad-hoc client requests
- MOM's for monthly meetings
- Operations Management, performance review and other team building exercises

Team Lead - Sales Operations at BYJU'S (Think & Learn Pvt. Ltd.)

22/04/2022 - 25/01/2023 (9 Months)

Work Attributes:

- Managing a team of 15 people, including their training.
- Working & attributing to Freshdesk & Zendesk CRM to provide assistance to the Sales team
- Client Management - Internal Stakeholders(Sales Managers and Operations Managers)
- End to end process setup for Zendesk
- Ideating on and laying down robust processes and systems to aid the Sales team
- MOM's of each weekly and monthly meeting
- Perform regular quality assessments on all processes, mainly Database Management
- Resolving quality-related issues adhering to deadlines and the designed processes
- Systematic and timely execution of projects
- Prepare MIS documentation of the processes and maintain project records
- Preparing detailed reports and performance records of the Central Sales Operations team
- Assimilate data and analytics to create daily, weekly, monthly and quarterly reports
- Monitor data to identify trends and anomalies that might showcase abnormal behavior
- Guide the execution team about the quality control issues to enhance the quality of the Database

Junior Quality Analyst at AirCheck India Pvt. Ltd.

11/04/2012 - 21/04/2022 (10 Years)

Work Attributes:

- Managing a team of 15 people, including their training, work distribution, and verification of the team's work
- Client Management - RCS Sound Software Australia and New Zealand and AudioNET
- Ingest advertisement manually via internal software to enhance the database to be ready for deployed advertisement campaigns to be tagged accurately - daily task at the EOD
- Compliance Reports and custom advertisement tagging for Brands such as (Target, Coles, Liquorland, Quants, Petbarn, Shell, Telstra Kmart, Officeworks, The Lott, IAG, The Star Group, Swinburne Uni, Mazda, Nissan, Suncorp, ME Bank, McDonald's, AAMI, GIO, Vodafone, First Choice Liquor Market, National Australia Bank, Optus, Aussie Home Loans, Stockland, LG, Specsavers, Macquarie Bank, Bupa, Ladbrokes, and many more)
- Custom transcription of ingested advertisements for better clarity of tagging
- MOM's of each weekly and monthly meeting for operations
- Management of team performance on a monthly basis
- Using Google Forms to prepare tests for maintaining accuracy of the team
- Preparing Reports in MS Excel and Google Sheets every fortnight and at the end of each month
- Preparing MIS Reports in PowerPoint Presentations on each quarter end

- Understanding the different types of advertisers on various media platforms (Radio, Online, TV, Newspapers)
- Resolving queries both within and across teams and Mentoring members of the Kuala Lumpur team on daily deliverables via email or chat
- Preparing Data Auditing Reports for clients in Australia
- Keeping a check on all recording investigation if any discrepancies in recorders, crunchers, audio/video misalignments, static/dual audio, station mismatch
- Performing internal data quality checks
- Responding to all client inquiries and carrying out all client requests
- Working on additional requests from the supervisor and management

EDUCATION:

Diploma in Advertising And Media (2010 - 2011) from *EMDI Institute Of Media And Communication*

Bachelor of Commerce (2007 - 2010) from *University Of Mumbai*

OTHER SKILLS:

- Proficient with MS Office - MS Word, Excel, PowerPoint and Outlook
- Proficient with Google Suites - Docs, Sheets, Slides and Forms
- CRM Softwares: Freshworks - Freshdesk, Zendesk
- Social Listening Softwares: Talkwalker
- Social Media Analysis
- Video Production and Basic Video Editing
- Flexible writing style for different categories of content
- Adaptability for internal softwares
- Languages: English, Hindi, Marathi and Gujarati
- Understanding of accents: Australian English, Scottish English, American English, British and Ireland English