

KAVYA RAJEEVAN

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PROFESSIONAL SUMMARY

Campaign Associate at WLDD with 1.2 years of experience executing integrated campaigns, content distribution and always-on retainers for brands including ChatGPT and Philips. Driven, adaptable and results-focused, with strong ownership and the ability to thrive in fast-paced environments.

EDUCATION

Year	Qualification	Institution	Performace
2022-2025	Bachelors in Business Administration	CMS, JAIN UNIVERSITY	8.8 CGPA
2022	Class XII - CBSE	Air Force School, Hebbal	90%
2020	Class x - CBSE	RN Podar, Mumbai	92%

WORK EXPERIENCE

WLDD I Campaign Associate

June 2025 - Present

- Lead the **ChatGPT India social account**, managing programming, product launches, client communication and cross-functional execution.
- Delivered social campaigns for **ChatGPT 5.6 and Voice Mode**, along with talent productions featuring **The Great Khali, Dalip and Lauren Bell**.
- Content POC for **ChatGPT events across India** and manage influencer campaigns translating brand direction into creator content across **20+ collaborations**.
- Managed the India launches of **Philips Avent Hands-Free Breast Pump** and **Philips OneBlade Intimate**, generating **2.3M+ reach, 441K engagements and 13.1M pre-launch views** respectively
- Owned **Housiey's brand campaign** across budgeting, production and amplification, delivering **20M+ views** with **₹8 lakh in paid media**.
- Executed **MARS Cosmetics' Lollapalooza activation**, coordinating with OOH partners, vendors, props and on-ground logistics.
- Developed the **ImageGen content and use-case strategy** adopted for **ChatGPT India's product page**, taking locally relevant ideas beyond social and making them accessible to users nationwide

Qween I Product Intern

Dec 2024 - February 2025

- Analysed competitors and customer journeys to identify growth opportunities and improve the in-store experience.
- Researched retail technologies and contributed market insights to PRDs, improving operations and the online customer journey.

Future Ready Media I Digital Marketing Intern

July 2024-September 2024

- Researched and connected with relevant agencies, strengthening partnership opportunities and supporting business outreach.
- Managed **All About Marketing** content and analysed digital performance, using insights to improve engagement and marketing strategy.

ACHIEVEMENT

- Contributed to the team's two **SAMMIE 2026** wins for **Best Use of Moment Marketing** and **Best Use of Creators**, supporting campaign planning and execution.
 - Awarded **Excellence award** by Jain Deemed-to-be University for the academic year 2023-24 and 2024-25
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SKILLS

- Strategic Planning
- Project Management
- Communication and Interpersonal Skills
- Events and campaigns - planning and execution
- Canva
- Codex for Work
- Google Suite