



Divya Azar

Marketing & Communications

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With more than four years of experience working in Advertising & Hospitality Industry, my focus is on finding a job where my skills will be a valuable asset. Some of my responsibilities included managing the company's marketing efforts, managing web and traditional advertising, promotions and campaigns, media relations, client servicing and public relations.

Work Experience

Admin & Marketing Executive (On Contract)

Creative Event Management, Abu Dhabi, July 2018 to July 2019

(One of the leading companies located in Abu Dhabi offering event management services to clients throughout the private and commercial sectors including ADNOC, Central Bank of the UAE, Le Royal Meridien to name a few)

My Responsibilities:

- Provided administrative/ marketing support for the organization reporting to the Events Director.
- Enhanced communication between the clients and the creative team.
- Prepared accurate documents, presentations and managed busy calendars.

Senior Account Executive

Stark Communications, Kerala, India, July 2017 to June 2018

(A 360 degree creative agency entrenched in kerala. A tourism specialists who have successfully nurtured some of the most powerful tourism brands in india. They holistically design brand experience and offer a comprehensive range of services that go into building brands - business consulting, strategic planning, branded content, design, media, advertising, digital, data & branded content.)

My Responsibilities:

- Successfully managed and executed International B2B Kerala Tourism Meets for the countries including UK, UAE, Saudi Arabia, Bahrain, Australia, Germany, Russia, France, Italy, Malaysia, and Sri Lanka. Developed and presented post-event analysis report for the Tourism department.

- In charge of 'Come Out & Play' campaign for Kerala Tourism (Initiated with the objective to divest vacationers of their 'career selves' and 'pre-occupations' with devices, careers and various routines of everyday life; Re-branded the Kerala Government Guest House (Theme, Signages, Menus, Collaterals, Uniforms etc.); Developed theme brochure 'Slow Down', Event brochure for popular events like 'Vasantholsavam', 'Nishagandhi Dance Festival'; Kerala Companion Guide, Festive Brochure 'Celebrations'.
- Managed KTDC (Kerala Tourism Development Corporation) and KTEL (Kerala Tourism Infrastructure Ltd.) - Responsible for executing advertisements, promotions, brochures and other collaterals.

Assistant Manager Marketing

Hilton Worldwide, Kerala, India, Oct 2014 to Feb 2017

(Hilton is a leading global hospitality company with a portfolio of 17 world-class brands comprising more than 5,600 properties with nearly 913,000 rooms, in 113 countries and territories.)

My Responsibilities:

- Prepared creative and messaging elements; ensured due dates, creative fulfilment to vendors and optimization to ROI performance. (Local/Regional Promotions, Food Promotions, CSR Initiatives, Achievements, Employee engagements etc.)
- Managed online platforms including brand website, Social Media, OTA's, Meta sites, hotel review sites like TripAdvisor - updating content/photographs, loading special offers and promotions. Also, worked with internal partners/external vendors on email blasts and online display banners.
- Developed and managed content calendar for the hotel to drive guest visits.
- Developed marketing budgets and media plan to management for the property.
- Worked closely with Group Sales to help drive business and support sales goals.
- Responsible for doing weekly audits and sending monthly marketing recap report to the regional team. The reports outline the top-line tracking analytics/campaign performance by property.
- Worked closely with the Regional Marketing Director, Revenue manager and hotel team to execute special promotions including 'India Summer Sale 20% Off', 'Hilton HHonors Promotions' etc.

Brand Planning Executive

Breakthrough Advertising - Thiruvananthapuram, Kerala, Aug 2013 to Oct 2014

(Kerala's most awarded brand building company. Over 60 regional and national creative awards. Created No.1 brands that rule major Indian markets. Launched many international brands in Indian markets. Working with over 70 brands in different industries. 15 years of building power brands.)

My Responsibilities:

- Managed the branding and launch of 'Aroma Fresh' (A global GAP certified and natural agro farming company with a mission to be the first choice brand that exceeds the communities' access to pesticide free natural products). Their branding included development of brand strategy followed by the creation of brand name, logo, advertisements etc.

- Responsible for the development of Grand Kerala Shopping Festival campaign, festive promotions especially Onam for Kerala Tourism, Food Fest promotions for the Taj Group of Hotels, Theme-based brochures for Travancore Heritage Resort, Special offer promotions for Catalyst Salon & Spa to name a few.

Education

Master of Fine Arts in Visual Media in Applied Art and Advertising

Amrita Viswa Vidyapeetham - Kochi, Kerala

July 2011 to July 2013

Bachelor of Arts in Communicative English

University of Kerala - Thiruvananthapuram, Kerala

July 2008 to April 2011

Skills

Brand Management, Digital Marketing, Content Writing, Media Relations, Client Relations, MS Office, Adobe Photoshop, Photography, Communication Skills

Certifications

Hilton Management Program

Personal

DOB

05/02/1991

Marital Status

Married