

Owais Shaikh

Driven marketing professional with a PGDM in Marketing from VBS and hands-on experience in portfolio management, brand promotion, and business development. Currently working as a Portfolio Manager at DCB Bank, managing high-value clients and enhancing brand loyalty. Seeking a Brand Manager role to leverage my strategic thinking, creativity, and leadership skills to drive impactful brand campaigns and business growth

Education:

PGDM (Marketing) -	2022 - 2024
Graduation -Vivekanand Education Society	2018 - 2021
XIIth - Guru Nanak Khalsa College	2016 - 2018

Experience:

Portfolio Manager -DCB Bank — Mumbai (November 2025 – June 2025)

- Manage a portfolio of high-net-worth clients, providing tailored financial solutions to meet their needs.
- Implement brand engagement strategies to enhance customer loyalty and retention.
- Collaborate with cross-functional teams to identify growth opportunities and strengthen the bank's brand presence.

Internship:Radio Mirchi – A nationwide network of private FM radio stations

Marketing Intern with Project title Mirchi Brand Ambassador – (May 2023 – July 2023) - 2 months

- Assisted the marketing team in developing and executing digital marketing campaign Mirchi Brand Ambassador.
- Collaborated with colleges across Mumbai for Brand promotion.

Urban Company – A technology platform offering a variety of services at home

- Internship in Sales and Operation (July 2021 to Aug 2021) – 2 Months
- Business development associate for Urban Company (Jan 2022 to March 2022) - 2 Months

Skills:

- **Brand Strategy & Management** : Experienced in developing and executing comprehensive brand strategies to drive brand awareness, loyalty, and growth
- **Technical Skills**: Proficient in digital marketing tools and platforms including Google Analytics, SEO tools, Social media management platforms, and Email marketing software.
- **Analytical Skills**: Used data-driven insights to make informed decisions about marketing strategies.
- **Communication Skills**: Created compelling marketing materials, including written content, graphics, and videos, to engage and inform target audiences.
- **Teamwork**: Contributed ideas and insights during brainstorming sessions and marketing planning meetings.
- **Problem Solving**: Implemented creative solutions to overcome obstacles and achieve marketing objectives.
- **Adaptability**: Thrived in fast-paced marketing environments with changing priorities and deadlines.

Achievements:

During my internship with Radio Mirchi started a collaborative campaign with colleges in Mumbai and increased youth participation for the Brand.

Awards:

Academic Excellence Awards, Leadership and Entrepreneurship Awards, Community Service and Volunteer Awards

Extracurricular Activities:

Cultural committee, Sports, Arts and Music, Volunteer Work, Skill development

Email: owaisshaikh2622@gmail.com

Phone: +91 8286494673

LinkedIn: www.linkedin.com/in/owais-shaikh-991831180

Address: Chembur, Mumbai.

References: available upon request.