

Toshal Gandhi

AJ Enclave, Karvenagar, Pune -52
+91 9049574714 | toshal13@gmail.com

A multi-skilled professional with 4 years of experience in the Private Sector and 3 years of experience in the Development Sector with a variety of roles in organizations of different scale and nature. With core skills like Program Design, Instructional Design, Delivery Assurance, Project Management, Operations Management and Marketing Management, successfully headed the Marketing department of a startup and have been running two social organizations in the past 2 years. Being a trained artist and a thorough management professional has helped developed strong creative instinct, multitasking abilities and an obsession for detailing.

Skills

Marketing Strategy, Content Development, Content Strategy, Program Design, Operations Management, Impact Assessment, Delivery Management, Proposal Writing, Project Management, Social Media Planning and Marketing

Tools

- Comfortable with MS Office, Articulate Storyline, Google Adwords, Google Analytics
- Familiar with Adobe Illustrator and Photoshop

Abilities

- To understand the end-user perspective
 - To understand organization intent and requirements to plan and strategize
 - To lead diverse teams, understand potential and develop organizational structures
 - To grasp feedback and implement in appropriate ways
 - To communicate ideas effectively
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Work Experience

Co-founder, CEO, Sutradhar India, Pune

March 2017 to Present

Arts-based organization working on different social awareness campaigns | Performance Arts Curation for Social Awareness | Content Development for Social Topics

Co-founder, CEO, Createdu India Foundation, Pune

July 2019 to Present

A not-for-profit working for life skill development of underprivileged children | Art-based education development | Program Design for Allied Education Modules for Children

Marketing Head, BleeTech Innovations, Pune

June 2017 to July 2019

Marketing Strategy and Campaign Conceptualization for Deaf Inclusion | Project Management | Content Strategy and Creation | Outreach and Community Building | Social Media Management | Need-based solution creation for the deaf community in India

Digital Marketing Consultant, CareNX Innovations Pvt Ltd, Mumbai

March 2018 to June 2018

CareNX is a social enterprise working towards pregnancy care for urban and rural mothers. Responsibilities: Social Media Strategy | Social Media Planning | Campaign Planning based on social good

Instructional Design and Delivery Management, Cognizant Technology Services, Pune

September 2016 to April 2017

Learning Solutions Development | Project Plan Creation | Team Management | Training Programs Conceptualization and Development

Work Experience

Instructional Design and Delivery Management, DelphianLogic Pune May 2015 – September 2016

Learning Needs Analysis | Interactive Content Strategy Creation| Content and Storyboards Development | Training Programs Creation for Internal Teams

Content Architect and SEO Engineer, Softusvista Inc, Pune June 2014 – May 2015

On-page and Off Page SEO Strategy Creation | Website Content development | Website Analytics | Content Architecture and Conceptualization for Internal Technological Products

Education

Academics

- 2009 – 2013: Bachelor in Production Engineering, University of Pune, India
- 2013 – 2014: Certificate course in Operations Management, Symbiosis Centre for Distance Learning, Pune, India
- 2019 – Present: Post Graduate Program in Development Management, SPJIMR, Mumbai

Art Education

- Learning for 24 years under Guru Pandita Maneesha Sathe in Pune
 - Completed Nritya Alankar from Gandharva Mahavidyalay
 - Completed Nritya Visharad from Gandharva Mahavidyalay
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Achievements

- Selected as a part of the Young India Powerful India list of people by Radio One, India
- Marketing Campaigns features in leading newspapers and media houses like Times of India, Better India, First Post etc.
- Won several national and state level dance competitions
- Research paper 'Role of Theory and Practice in Kathak' selected in a national level seminar by Bharata College of Arts