



# VINAY SRIVASTAVA

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## Experience

### **Freelancer (ecommerce & Social Media Manager)**

Freelance Work

Feb 2020 - Present (3 years 3 months)

My work involves the responsibilities of Social Media Manager and ecommerce activities. I'm wellversed with the process of online Cataloging, managing the products accounts on various online portals- Amazon, Flipkart, Myntra etc.

I'm also managing the several Social Media Accounts of some businesses and persons too- Facebook, Twitter, Instagram etc.

### **Retail Store Manager**

ATTITUDE DESIGNERS LIMITED

Mar 2014 - Feb 2020 (6 years)

Maintaining Statistical and financial records, dealing with customer queries and complaints, overseeing pricing and stock control, maximizing portability and setting or meeting sales targets, including motivating staff to do so

### **Dealer Relationship Executive**

Mahindra Finance

May 2013 - Feb 2014 (10 months)

Cultivate good relationships with dealerships in my Region and promote indirect loans and other tools for buyers to finance the purchase of a vehicle.

### **Assistant Manager**

Redcell Technologies Pvt.Ltd.

Jan 2010 - Apr 2013 (3 years 4 months)

Planning and supervising the marketing operations to achieve revenue targets

### **Field Sales Officer**

Bharti Airtel

Jun 2009 - Dec 2009 (7 months)

Getting the Sales from the field, using various sales methods, forecasting, developing out of the box, sales strategies/ models and evaluating their effectiveness.

### **Marketing Intern**

Indian Telephone Industries

Feb 2008 - Feb 2008 (1 month)

Team Members: 1 (Individual)

Marketing Strategy on the SMPS Power plants

Indian Telephone Industries Ltd. is a PSU; my project is about the

Process of Government tenders for SMPS and learning the departmental records



### **Marketing Intern**

Vidkris Retail

Jan 2008 - Jan 2008 (1 month)

Title: Visual Merchandising & Consumer Behavior

Description: It is Retail Store (Doorstep, Faridabad- Haryana) of Household items; Understanding the basics of visual merchandising and consumer behavior and read the changes occurs by the time.

## **Education**



### **Uttar Pradesh State Board**

10th, Science Stream

2001 - 2002



### **Uttar Pradesh State Board**

12th, PCM

2003 - 2004



### **CSJM University**

Bachelor, Arts



### **Institute of Productivity & Management**

MBA

## **Skills**

Catalogs • e-commerce • English • Hindi • Languages • Market Planning • Marketing • Merchandising • Writing • Creativity and Innovation