

SHIKHA KADIAN (Office Administrator | University of Delhi | AUD)

ACADEMIC QUALIFICATIONS

Year	Degree/Examination	Board/University	%/CGPA
2018	MA Linguistics	Delhi University	68.6%
2015	BA (Hons.) English Literature	AUD, Delhi	8.75/10
2012	Class XII	RBSE	83%
2010	Class X	CBSE	8.8/10

WORK EXPERIENCE

(2 + years)

Product Manager –Digital Marketing

May'22 – March'24 (22 months)

- Led & managed **cross functional teams** to successfully deliver B2C & B2B products through **agile Online** method.

Skill Set

- **Administrative Leadership:** Proven ability to manage and streamline office operations, ensuring efficiency and compliance with organizational standards.
- **Team Management:** Skilled in leading diverse teams, delegating tasks, and fostering a collaborative work environment to achieve organizational goals.
- **Project Coordination:** Expertise in planning, organizing, and executing projects, ensuring timely delivery and alignment with objectives.
- **Communication and Interpersonal Skills:** Strong written and verbal communication skills to interact effectively with stakeholders, vendors, and team members.
- **Problem-Solving and Decision-Making:** Adept at identifying issues, analyzing data, and implementing effective solutions under tight deadlines.

HR Administrator and Office Manager

- **Technological Proficiency:** Competent in using office management tools, databases, and software like Microsoft Office Suite, ERP systems, and CRMs.
- **Led office operations**, ensuring smooth workflow, resource optimization, and compliance with organizational policies.
- **Supervised and trained administrative staff**, providing mentorship and performance evaluations to enhance team productivity.
- **Implemented office policies and procedures**, streamlining processes and improving operational efficiency.
- **Managed budgets and financial records**, overseeing expenditures and identifying cost-saving opportunities.
- **Coordinated with multiple departments and external vendors**, maintaining effective communication and resolving operational challenges.
- **Organized and managed projects**, ensuring timely execution while meeting quality and compliance standards.
- **Maintained accurate records and documentation**, ensuring data integrity and accessibility for audits and decision-making.

Digital Marketing Team Management

Delegated tasks and set clear project timelines for each phase of campaign execution, ensuring timely delivery of all digital marketing assets.

- **Monitored campaign performance and optimized strategies** based on data-driven insights, working closely with analysts and marketing teams to meet key performance indicators (KPIs).
- **Maintained regular communication with clients**, conducting meetings to provide updates, gather feedback, and ensure alignment with their digital marketing goals.
- **Led influencer outreach and partnership campaigns**, working with the team to identify, onboard, and collaborate with influencers for targeted digital initiatives.
- **Oversaw the coordination between creative, content, and social media teams**, ensuring consistency and alignment across all digital platforms and channels.
- **Worked closely with clients** to understand their business needs, developing tailored digital marketing solutions and ensuring the project team met client expectations.
- **Facilitated collaboration between various marketing segments** (content, paid media, SEO, social media) to create cohesive and high-impact digital campaigns.
- **Held weekly team meetings** to review project progress, address challenges, and adjust resources as necessary to meet campaign objectives.

Project Lead, Jennerus Biocorp

(June'21- April'22 (10 Months)

- Researched and designed the strategic layout of the project that included market research, market gap, execution roadmap, marketing strategy, revenue plan and financial goals with the team of more than 30 interns.
- **Set financial goals** aligned with the project's long-term objectives and ensured budget adherence.
- **Led strategic planning sessions** to coordinate team efforts and ensure alignment with project goals.
- **Managed cross-functional collaboration**, integrating input from diverse team members across departments.
- **Monitored project progress** and adjusted strategies as needed to meet key performance indicators (KPIs) and deadlines
- *Obtained equity partnership in the project via separate agreement.*

Language facilitator, British Council, Mumbai

(May'18- January'20 (20 Months))

- **Facilitated language learning sessions** for diverse groups of learners, using interactive methods to enhance communication skills in English while fostering cultural understanding.
- **Developed and delivered customized lesson plans**, incorporating British Council guidelines and language proficiency levels to meet the specific needs of students.
- **Assessed learner progress** through regular evaluations and feedback sessions, helping students improve their language skills and achieve set language learning goals.

ACADEMICS

(2017)

- IELTS SCORE: 8.5 (2018), 9 (2020-01-02), 8.5 (2024)
- **INTERNATIONAL TEFL/TESOL**, Asian College of Teachers, Successfully completed 120 hours of TESOL/TEFL In-class Certification Program.

University of Moscow, Russia

(2013)

- Developed a teaching plan for **Russian students for all age groups**.
- Used **Communicative teaching method and Traditional** to develop language familiarity between Asian countries and Russia
- Global Community Development Program, AIESEC Moscow

EXTRA CURRICULAR ACHIEVEMENTS

Sports & Expeditions

- Completed National **Himalayan Trekking** expedition organized by Youth Association of India '10

Literary & Cultural

- Participated and organized in 3 intercollege fine arts events (1K spectators)
- Winner and multiple time runner up of per-semester story writing competition at bachelor's level

Social Initiatives

(2016)

- Delivered 12 lectures & counselling sessions to provide academic help to 40+ students in NGO (AAM Foundation)
 - Bolstered clothes collection for socially backward children; Spread awareness about government schemes on healthcare
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