

# SHIVANGI SHARMA

Creative and detail-oriented marketing and brand communication specialist with expertise in content creation, strategy execution, and campaign management. Skilled in service positioning, competitive analysis, and identifying growth opportunities. Proficient in crafting communication plans, sales collaterals, and social media strategies to boost engagement and ROI. Experienced in cross-functional collaboration, event coordination, and stakeholder engagement to deliver impactful results.

## Experience

**FEB 2024 TO PRESENT**

**Geospatial World, Noida**

### Executive – Marketing & Sales

- Coordinated and contributed to the successful execution of large-scale domestic & international events, including GeoSmart India 2024 in Hyderabad and Geospatial World Forum 2024 in the Netherlands.
- Represented the organization at high-profile government events, such as Remote Sensing for Sustainable Future – Viksit Bharat, enhancing organizational visibility and collaboration opportunities.
- Traveled extensively to various cities to oversee event operations and actively participate in workshops and conferences, fostering professional relationships and knowledge sharing.
- Demonstrated expertise in event management by collaborating with cross-functional teams to deliver impactful and well-received events within tight deadlines.
- Created a structured marketing calendar, ensuring timely and effective deliveries as planned.
- Disseminated content for social media platforms (LinkedIn) while contributing innovative strategies to enhance marketing efforts.
- Planned and managed workshops, roundtables, conference, ensuring seamless execution through meticulous logistics coordination and stakeholder engagement.
- Collaborated with the design team to create marketing collaterals such as slide decks, brochures, sales kits, and emailers in line with divisional plans and specific requirements.
- Monitored the performance and reach of social media posts, emailers, newsletters, and various internal and external communications on a daily basis.
- Crafted personalized and targeted emails for prospects, tailoring offerings to maximize opportunity penetration in consultation with relevant stakeholders.
- Tracked new opportunities and maintained the sales funnel, preventing oversights and working cohesively with the reporting manager to achieve successful sales conversions.

**JULY 2021 TO OCT 2023**

**Total IT Global, New Delhi**

### Senior Executive Marketing

- Created a content strategy in line with brand vision & persona, that supports & extends marketing initiatives, both short & long term.
- Generate ideas & concepts, and oversee the planning & production of internal & external editorial content (Blogs, newsletters, website, social media content).
- Development of social media calendars & planning them for the organizational growth on the digital platforms.
- Campaign Development & execution from ideation to visibility on website.
- End-to-management of sales enablement collaterals (Print, graphics, videos) from

## Contact

### Phone

+919910713551

### Email

shivangisharma.ss22@gmail.com

### Address

6/156 sector 2 Rajendra Nagar,  
Sahibabad

## Education

**2018-2020**

**Master of Business Administration**

Marketing & Operations

New Delhi Institute of Management, New  
Delhi

**2015-2018**

**Bachelor of Business Administration**

SRM Institute of Science & Technology,  
Chennai

## Expertise

- Content Writing
- Campaign Development
- Social Media Strategy
- Team Management
- Thought Leadership
- Design Development

## Language

English,

Hindi

# Certifications

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## COURSERA

- Brand Management: Aligning Business, Brand and Behaviour
- The Strategy of Content Marketing
- Measure and Optimize Social Media Marketing Campaigns
- Foundations of Digital Marketing and E-commerce

ideation to product delivery.

- Managed PR, Corporate Communication & Media.
- Utilize associations for maximum brand visibility and engage in their events, webinars, round table conference, etc.
- Drive designing team to deliver high quality, print & digital creatives and visuals with brand vision.
- In-house Research of client's & competitor's analysis of their Digital positioning, Service Positioning and Social Media analysis.
- Carrying out end-to-end process of payment to vendors and subscription handling.

## Internships

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### **MAY 2019 – July 2019** **Red FM, Noida**

- Managed several events and campaigns for the channel, worked with all the RJ's.
- Have interacted with guests as well as carried out the necessary duties successfully • also handled several events and promotions for the channel.
- Managed PR, coordinated with stakeholders & clients.
- Handled public events and interacted with clients.

### **NOV 2018 – DEC 2019** **PepsiCo., Gurugram**

- Worked in the Operations Department – learned how to generate the demand for the brand.
- Had the opportunity of visiting the plant; also studied how many warehouses, plants, owned warehouses exists.
- Learned about the transportation management in the organization.
- Learned about the inventory management & logistics planning & execution.
- Enhanced my MS-excel skills and executed the planning of demand required in the future.