

Shivani

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Skills

- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Outlook
- Google Ads
- Google Analytics
- Wordpress (Beginner)
- WixSite (Beginner)
- iMovie (Beginner)
- Canva (Beginner)
- Photoshop (Beginner)

Experience (5 Years 1 Month)

August 2021 to October 2022

Anblick Media Pvt Ltd, Sec 63 Noida – *Head (Sales & Marketing)*

- Driving Digital Marketing and Market Interactions through Social Media platforms
- Driving Business Development initiatives to generate leads of potential clientele
- Promoting the client activities via email marketing
- Organizing client interaction and engagement events to allow clients to be part of the project delivery journey
- Handling Client Relationship and ensuring our esteemed clients are provided hand in glove treatment
- Represent the company in events and meetings to increase market awareness of the services and values provided by our company
- Preparing monthly reports for clients and analyzing the performance of the ads & promotions in their targeted niche. Providing solutions post the analysis of the reports.
- Handling Sales Team and Marketing Team, creation and assigning tasks for keeping a track of their performances
- Managing Influencer Marketing Activities, creation of independent niche as per client requirement
- Allocating funds and creation of digital plans for the clients (for OTT platforms)
- Strategising the client's social media monthly posting calendars and managing their social media
- Coordination with the creative team members - copywriters, graphic designers, video editors, music composers, and other artists

- Coordinating with the service providers to get the digital campaign running
- Creating presentations for monthly social media campaigns to pitch in the ideas to the client
- Filing and maintaining the marketing reports via excel/sheets
- Keeping a strong connect/communication with the clients and service providers to maintain a healthy relationship
- Learning about the latest trends and topic in the advertising and marketing
- Acquisition of new clients
- Lead conversion from numerous marketing channels
- Creating a short- and long-term sales plan with the intention of achieving the given objectives
- Consistently meet revenue goals in accordance with team/organizational goals
- Actively looking for possibilities to upsell and cross-sell to existing customers
- Overseeing pre- to post-sales support activities for the designated goods and regions while guaranteeing the greatest level of client satisfaction

June 2020 to April 2021

Sirius Foods Pvt Ltd, Noida - *Marketing Manager*

- Evaluating and optimizing marketing and pricing strategies.
- Analyzing market trends and preparing forecasts.
- Generating new business leads.
- Increasing brand awareness and market share. • Coordinating marketing strategies with the sales, financial, public relations, and production departments.
- Developing and managing the marketing department's budget.
- Overseeing branding, advertising, and promotional campaigns.
- Managing the marketing department's staff.
- Good Communication Quick Learning Proactive and Self Starter Ability to Multitask
- Ability to handle pressure
- Problem Solving
- Ownership & Accountability
- Preparing and presenting quarterly and annual reports to senior management.
- Promoting our brand at trade shows and major industry-related events.
- Keeping informed of marketing strategies and trends.
- New product development and team building
- Develop packaging design – new and existing product line
- Company Website design and launch
- Explore new recipe for the upcoming products
- Creation of social media pages and coordinating with the creative team for content

February 2019 to January 2020

Daily Basket - *Key Accounts Manager*

- Develop trust relationships with clients to ensure they do not turn to competition
- Acquire a thorough understanding of key customer needs and requirements
- Expand the relationships with existing customers by continuously proposing solutions that meet their objectives
- Ensure the correct products and services are delivered to customers in a timely manner
- Serve as the link of communication between key customers and internal teams
- Resolve any issues and problems faced by customers and deal with complaints to maintain trust
- Prepare regular reports of progress and forecasts to internal and external stakeholders using key account metrics

June 2015 to July 2017

TheZeleneCraze - *Entrepreneur*

- Launch of TheZeleneCraze Salons in Greater Noida West and Ghaziabad
- Conducted a business plan and strategy, developed a business model, and participated in all facets of the business development
- Recruited and trained all new personnel to ensure the company's vision and goals were fully met.
- Attended various startup exhibitions and other events to present the makeup and beauty services to potential customers, partners, and investors.
- Traveling across the nation with the team to attend various collaborations and clients for makeup and hair services
- Launch of an online fashion magazine - The online magazine covered events and interviews of various artists in fashion and music industry

Education

August 2017 to May 2019

Amity University, Noida - *MBA (International Business)*

August 2012 to May 2015

Sharda University, Greater Noida - *BBA (Human Resources)*

April 2011 to May 2012

Kothari International School, Noida - *Grade 12th*

August 2009 to May 2010

Kothari International School, Noida - *Grade 10th*

Certification

February 2022

Google Digital Garage - *The Fundamentals of Digital Marketing*

HubSpot Academy - *Content Marketing*

HubSpot Academy - *Social Media Marketing*

HubSpot Academy - *Inbound*

Meta - *Ad Policies for Content, Creative, and Targeting*

Meta - *Business Manager: Billing, Payments and Tax Information*