

# Shivani Mohan

## Head - Sales and Marketing

Noida, Uttar Pradesh 201301

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## Work Experience

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### Head - Sales & Marketing

Anblick Media Pvt Ltd - Noida, Uttar Pradesh

August 2021 to Present

- 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 analysing 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

### Marketing Manager

Sirius Foods Pvt. Ltd. - Noida, Uttar Pradesh

June 2020 to April 2021

- 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

### **Key Account Manager**

Daily Basket - Ghaziabad, Uttar Pradesh

February 2019 to January 2020

- 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

## Education

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### **Master's in English**

Indira Gandhi National Open University (IGNOU) - Delhi, Delhi

September 2022 to Present

### **Master's in International Business**

Amity University - Noida, Uttar Pradesh

August 2017 to May 2019

### **Bachelor's in Human Resource Management**

Sharda University - Greater Noida, Uttar Pradesh

August 2012 to May 2015

## Skills / IT Skills

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- Microsoft Office
- AdWords
- Digital Marketing
- Social Media Marketing

- Email Marketing
- Brand Management
- Analytics
- Strategic Thinking
- Wordpress