

VINITA SHARMA

MARKETING & COMMUNICATIONS CONSULTANT

EXPERTISE

- Management of Sales Funnel
- Social Media - creatives and management
- Public Image Enhancement
- Remote Pitch Presentations to Potential Clients
- Search Engine Optimisation with MOZ member
- Website - Project Management (From concept to execution to go live and SEO)

Other Focused Areas

- Virtual Assistance
- Managing Internal & External Communication
- Managing Databases
- Email Marketing
- Handling Event Communication

EDUCATION

Master of Business Administration

Rajasthan University

MARCH 2005

Bachelor of Commerce

Rajasthan University

MARCH 2003

Sr. Secondary , CBSE Board

Birla Balika Vidyapeeth, Pilani

MARCH 2000

PROFILE

Results-driven senior project manager and marketing communication professional with 17 years of experience.

One of my client's testimonials sums me up well -

"She has the knack of understanding a client's needs and executing it to perfection. She is proactive and provides well thought out solutions for problems."

WORK EXPERIENCE

Consultant : Business Promotion & Operations

The Recess College, London, United Kingdom

2022 to current

- Cross selling and upselling the programmes
- Manage the leads coming in from social media and website
- Edit and manage promotional material
- Create and process internal and external documents
- Addressing client queries
- Update internal files, maintain project and communication records
- Maintain the CRM system to keep it up-to-date and making sure that clients receive their programme specific information
- Create Standard Operating Procedures for departments, and recommend changes to policies or procedures to improve operations.

Senior Brand Manager

Let's Curate, New York, USA

July 2019 to Current

- Managing Public image & collaborating with relevant organisations and individuals
- Generate leads and verify the relevance
- Develop cost estimates, track progress, and achieve cost control goals
- Led design and digital teams to run e-commerce platforms successfully
- Develop project plans, scope, guide projects from conception to implementation and maintenance
- Maintain tactical control over project budgets and timelines to keep teams on track and meet deadlines
- Work closely with project members to identify and quickly resolve issues
- Update key stakeholders on project plans and progress, including project contributors, business, operational, and technical resources
- Assist in the delivery of multiple e-commerce and mobile projects simultaneously
- Collaborate with third-party vendors, and conduct in-depth risk assessments to identify constraints and develop mitigation strategies
- Manage social media platforms and PR

Senior Manager

Ecoworks Biotech, Mumbai, India

Aug 2014 - 2019 (5 years)

- Responsible for strategy, marketing and digital promotion
- Brought all major clients single handedly
- ATL and BTL: including managing all e-commerce platforms and promotional material
- Served as a single point of contact for customer relationship management for B2B and B2C clients
- Oversaw marketing, sales, operations, and general administration
- Managed contract renewals and crisis management

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CONTACT

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Delhi NCR

HIGHLIGHTS

Strategy and Advertising

Business Development and Promotion

Public Relations and Collaborations

Social Media Management

E-commerce

WORK EXPERIENCE

Senior Brand Manager

HRH Group of Hotels, Udaipur, India Jun 2011 - SEP 2017 (6 years, 3 months)

- Formulated and implemented social media strategy and managed all websites and social media pages
- Expanding marketing and communications outreach
- Led the team in successful redesign and re-branding
- Launched the blog, and proactively utilized resources to increase productivity
- Established new relationships with industry collaborators
- Developed and automated loyalty programs, and enhanced electronic guest relationship management systems
- Developed a communications plan for crisis management
- Moderated Trip Advisor, and added value to the company's marketing plans

Brand Manager

Greenply Industries, Delhi, India AUG 2008 - JUNE 2011 (2.5 years)

- Managed advertising
- Sales promotion
- Communication strategies
- Media planning and strategy and product forecasting and budgeting for international markets
- Formulated and implemented plans within pre-set budgets and tight timelines
- Developed product positioning strategies
- Conducted market intelligence and competition analysis
- Created e-blasts and other internal/external marketing materials
- Handled agency and vendor relationships
- Oversaw contracts and managed product launches

Client Servicing Executive

Percept H, Delhi, India Jun 2005 - AUG 2008 (3 years, 2 months)

- Handled accounts such as Canon, DLF, Assotech Realty, and Bharti Group
- Managed ATL and BTL activities.
- Managed projects from inception to completion, including conceptualization and briefing to internal teams, and ensured output was correct
- Took care of operations end to end

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TO WHOM IT MAY CONCERN,

I have 17 years of cross-domain experience as a marketing and advertising professional. I am currently employed as a Fractional Digital Marketing Manager at Let's Curate (www.letscurate.com) and Recess College, London (www.recesscollege.org), where I am in charge of all external and internal communication, e-commerce business and managing all the important aspects like the company website, blog, third-party e-commerce sites, and digital media.

I have an extensive experience developing engaging communication and have worked on print, TV, digital, and direct communication, as well as I have an excellent people management skills.

I'm a planner, an optimist, and a hard worker. I've excelled in digital marketing and social media, and I thrive on change and innovation.

Please let me know if you have any openings that match my qualifications. I have attached my resume herewith for your reference.

Notice period - 20-30 days

Look forward to it!

Best Regards,
Vinita
+91 88002 27577

SINCERELY,



VINITA SHARMA
