

PROFILE SUMMARY:

An articulate and self-motivated Marketing Coordinator with a natural flare for communication and building relationships with clients. Looking for opportunity to be associated with an exciting and ambitious organization that will help enhance my marketing skills.

MARKETING SKILLS:

Project Reports | Writing Executive Summaries | Constructing Consumer Surveys | Analyzing Consumer Survey Data | Competitive Analysis | Marketing Research | SWOT Analysis | Marketing Plans | Qualitative Analysis | Facebooks Ads | Instagram Ads | Salesforce Trailhead certified | Function Fox

OTHER SKILLS:

Project Management | Qualitative and Statistical Analysis | Process Improvement | Initiative | Planning | Customer Service | Task delegation

EDUCATION:

POST DEGREE DIPLOMA IN BUSINESS ADMINISTRATION: Marketing Dec 2018
Camosun College - Victoria, BC, Canada

BACHELOR OF ENGINEERING: Electronics and Telecom Engineering June 2015
Mumbai University (MU) - Mumbai, MH, India

RELEVANT WORK

Business development Associate – Salespider Media February 2019 – PRESENT

- Reviewing lead generation data to ensure accuracy and completeness of assigned campaign
- Locating prospects and their accounts using platforms such as LinkedIn and ZoomInfo
- Identifying Key Decision Makers for Lead Generation
- Assisting in the creation and deployment of communication materials
- Project Scheduling – Assisting in the scheduling of development and testing to ensure projects are delivered on time
- Reviewing supplier invoices to ensure accuracy of the data
- Assess customers' needs and provide assistance and information on product features

Marketing Coordinator – THE MOBILE STORE June 2016 – August 2017

- Reviewed supplier invoices to ensure accuracy of the data
- Identified prospective small businesses in the nearby area for business opportunities
- Provided tailored solutions to individuals and small business based on their needs
- Assisted in team administration functions including; organizing team meetings, documenting meeting minutes and coordination of team deliverables
- Efficiently provided customers and team members with superior knowledge of all the product lines services, and promotions available
- Assisted in providing daily, weekly and monthly performance reporting and analysis to Manager while collaborating the sales team
- Researched competitive products by identifying and evaluating product characteristics, market trends, pricing, and advertising; maintaining research database for the company
- Monitored budgets by comparing and analyzing actual results with plans and forecasts on a quarterly basis
- Monitored sales promotion targets for the store and actively coached other team members which resulted to increase in target sales by 15%

Project: Google Chrome Browser

- Tested Google Chrome browser for its functionality, regression, exploratory, acceptance testing (UAT) on different Operating systems (Windows, Mac, and Linux) and on various android devices.
- Understood project requirements, prepared/updated test case documents for testing all aspects of the application
- Assigned the bug to the correct developer and kept a track of the logged bugs
- Updated developer with appropriate information required for the bug assigned and being in continuous conversation until a bug is fixed
- Verified the issue after every fix by performing retesting & regression testing, smoke and sanity testing before build release
- Performed accessibility testing for disables on chrome for android using built in accessibility feature.
- Recognized many times for reporting release blocker bugs in CrBug

PROJECT WORK

Marketing Communications – Camosun College

Jan 2018 – April 2018

- **Topic of project:** To create an Integrated Marketing Communication Plan based on the internal and external analysis of City of Victoria's Active transportation program to provide more convenient ways to use active transportation.
- **Overview / scope of project:** The research conducted on the internal and external analysis on the city of Victoria's Active transportation program. Target market identified was the Immigrants and newcomers which includes tourists, international students, and workers. The proposed integrated marketing communication plan highlighted the objective to increase the awareness and provide more convenient ways to use active transportation.
- **Technology/Tools involved:** Data available on the City of Victoria website and communicating with their Marketing Representatives
- **Team size and role:** Worked in a team of six members successfully managing to provide an estimated budget according to the data gathered from Research and data provided on the Official City of Victoria website.

References

Available on request.