|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **A person posing for the camera  Description automatically generated****Payal Agarwal**

|  |  |  |
| --- | --- | --- |
|  | **Objective** |  |
|  |  |

To contribute to the Business Development of a progressive organisation that gives scope for growth, development of new skills and self-development. To achieve results through application of knowledge in the areas of event management, branding and creativity.

|  |  |  |
| --- | --- | --- |
|  | **Contact** |  |
|  |  |

GD – 311, Salt Lake, Sector 3, Kolkata, West Bengal, India8820147329[agarwalpayal090@gmail.com](agarwalpayal090%40gmail.com)

|  |  |  |
| --- | --- | --- |
|  | **Skills** |  |
|  |  |

Microsoft OfficeAdobe Premiere ProAdobe PhotoshopCorel DrawEnglish CommunicationTeam managementDeadline managementPlanning and executionCustomer Service.

|  |  |  |
| --- | --- | --- |
|  | **Motto in life** |  |
|  |  |

Learn from the Past, Plan for the Future by Focusing on the Present.  |

|  |  |  |
| --- | --- | --- |
|  | Work Experience |  |
|  |  |
| **Executive- Business Developer****Flipkart.com*** Working for the Regional Utilization (RU) project for the Women Ethnic (WE) category
* On-boarding new sellers and get relevant selections dealing in the WE category
* Handling sellers account and helping them grow on the platform
* Taking care of various metrics such as product listings, pricing, sales, visibility, ad-runs, express, smart on-board, event opt-ins etc
* Analyzing various data points and help sellers move accordingly

**Manager- Client Acquisition & Production****Siddhi Vinayak Events*** Interaction with Corporate and Individual Clients
* Client acquisition
* Client Servicing
* Execution of Events and BTL activities
* Execution of Branding and Advertisements
* Generating new leads
* Maintaining relation with existing clients
* Execution of Tourism Management

**Business Development Executive****Unicom Seminars (UK)*** Delegates sales and Sponsorship for the events
* Create brand awareness by Social Media Marketing
* Promoting Conferences via various sites
* Collaborating with Media Partners
* Market Research
* Writing and creating email campaigns
* Analyze the appraisal form for various events

**HR and Marketing Executive** **Universal FX Studios** | June 2020 - PresentJuly 2019 - April 2020Jan 2019 – June 20192017 - 2018 |
| * Business Development and Strategy making
* Market visit, managing client relationship and vendor management
* Content writing for websites, video production and blogs
* Hiring and recruitment, resource management
 |

|  |  |
| --- | --- |
| **Internships** | 2015 - 2016 |
| * Lead generation, cold calling, Client Servicing – **Quantum Dot Communications**
* Market visit, Client relationship, cold calling – **UFX Studios**
* Customer Survey Analysis – **Hidesign Fashion**
* Circulation, Marketing, Distribution, Vendor management, Advertisement – **Business Economics**
 |

|  |  |
| --- | --- |
| **Live Projects & assignments** | 2015 – 2018 |
| * PRO for Spectra event – Prospect Events
* Short Film – I Am in Dream
* Documentary on the history of - Saradapith(BelurMath)
* 5 Shot Films - (The Last lesson, Unplucked Flower, Crescent Moon)
 |

|  |  |  |
| --- | --- | --- |
|  | Education |  |
|  |  |
| Bachelor’s in Business Administration 75%Annamalai University |  2015 - 2018 |
| Bachelor’s in Mass Communication 7.5ISB&M | 2015 - 2018 |
| Higher Secondary (ISC)Kerala Public School 79%Matriculation (ICSE)Kerala Public School 75% | 2013 – 20152011 -- 2013 |

|  |  |  |
| --- | --- | --- |
|  |  |  |
|  |  |

 |