

GARIMA SRIVASTAVA

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Marketing and Operations Executive with 4 years of experience organizing presentations, preparing managerial reports, and maintaining the utmost confidentiality. Possess MBA in Marketing & Human Resources and expertise in Business Management, Marketing and Communications, Business Operations, Online Marketing and Branding Strategies, Administrative Coordination and Marketing Leadership. Looking to leverage my knowledge and experience into the wide field of Business Management.

PROFESSIONAL EXPERIENCE **BHATIA ASSOCIATES, KANPUR, U.P.** *Executive Marketing & Operations, July 2017 – Present*

- Currently working on a Project related documentation process for government applications of the firm on GeM and other portals.
- Responsible for International trading and its transportation.
- Worked on a Project from May 2020, as in view of Covid-19, from branding newly launched product to its marketing and documentation as a team leader.
- Performed recruitment of professionals for the same project. Managing a team for overall on ground performance focusing every aspect of organized and valued business in current scenario.
- Designing and implementing business plans and strategies via digital platforms to promote the attainment of goals.
- Responsible for planning, implementing, managing and monitoring company's exhibitor profiles.
- Represents the company in events, seminars, webinars and conferences, perform digital campaigns and related marketing activities and write reports.
- Responsible for Social Media strategy implementations in order to increase brand awareness, improve Marketing efforts and increase sales.
- Gather, analyze and interpret external and internal data to proceed documentation regarding tender filling and handling critical/legal formalities for the same.
- Control the entire Data Management System – software based application for the firm – review and update related technical documents. Also overview continuous follow-up of Anti-Bribery Terms as per guidelines.
- Coordinates with DSR and team management via digital platforms on senior level.
- Handling international consignments as a key person for documentation and communications.
- Manages the flow of documentation within the organization.

BHATIA ASSOCIATES, KANPUR, U.P. *Business Manager, June 2014 – July 2015*

- Hired, supervised, and evaluated staff members.
- Planned, directed and coordinated various administrative services of the organization, such as records and information management, mail distribution etc.
- Planned digital marketing campaigns, including CRM, Email marketing, Content marketing, website development management and display advertising.
- Supported employees by facilitated interdepartmental communications and interactions between internal and external parties.
- Managed products and databases on ecommerce sites like Ebay Australia and Ebay India.
- Marketed products by developing and implementing strategies marketing and advertising campaigns.
- Managed data and maintained record of activities held during Client Visit at plant.
- Produced and distributed correspondence memos, letters and forms, tracked sales data, planned meetings and industrial trade shows, maintained databases, prepared reports.
- Responsible for overall setup and management of stall application at AUTOEXPO, New Delhi.

- Formulated and evaluated highly confidential Non-Disclosure Agreements for the organization and reported to chairperson.
- Managed digital signature forms and formalities as per organization's requirements.
- Produced and distributed correspondence memos, letters and forms.
- Created presentations with wide researches and analysis.
- Handled multiple projects.

ACADEMIC QUALIFICATION

SUBHASH INSTITUTE OF SOFTWARE TECHNOLOGY, KANPUR, U.P.

- Masters in Business Administration (MBA) : Human Resources & Marketing, 2017 with first division.

JAGRAN COLLEGE OF ART SCIENCE AND COMMERCE, KANPUR, U.P.

- Bachelors of Business Administration (BBA) :Business Management, 2014 with first division.

SHREE SANATAN DHARM SARASWATI GIRLS INTER COLLEGE, KANPUR, U.P.

- Intermediate :Science, 2011 with first division.
- High School : Science, 2007 with first division.

ADDITIONAL QUALIFICATION

- Professionally trained in Data Management System (DMS).
- Proficient in Microsoft Office, Office 365 with a focus on Word, Excel and PowerPoint.
- Certified with CCC (Concept on Computer Courses) from National Institute of Electronics and Information Technology with B Grade(65-74%), affiliated with Doeacc Society in 2015.

VOLUNTEER EXPERIENCE

- Exhibitor at PMAI - Imtex2017 : New Delhi for M/s RVB Shorlube Industry Pvt. Ltd.
- Exhibitor at Auto Expo - 2016 | Components : New Delhi for M/s RVB Shorlube Industry Pvt. Ltd. The Largest Automotive Show | MAKE IN INDIA - FOR THE WORLD. An exclusive display of Automotive Components, Technology & Services.
- Seminar Volunteer at Jagran College of Arts Science and Commerce, 2013.

PROFESSIONAL SKILLS

- Good managerial skills with a tactical mind and professional soul.
- Strong organizational and planning skills.
- Quite impressive communicational skills and strong interpersonal skills, which provides me the ability to interact with the end-users, managers, technical personnel.
- Excellent time management skills and ability to multi-task.
- Confident attitude with a proactive approach towards work.
- Willing to learn and to adapt new challenges.
- Able to work as part of a team or an individual.

DECLARATION

I hereby declare that all the information provided here are true to the best of my knowledge and belief.

Date:

(GarimaSrivastava)

Place: Kanpur