**Shweta**

Email: shweta.r2891@gmail.com

Contact No- 8168151569

Current Location: New Delhi

**CAREER OBJECTIVE**

To be a part of dynamic environment and looking at professional growth by way of harmonising the organisational goals with personal goals. I am willing to provide enthusiasm, positive attitude and contribute growth to the organisation.

**EDUCATIONAL QUALIFICATION**

|  |  |  |  |
| --- | --- | --- | --- |
| **CLASS** | **YEAR OF PASSING** | **INSTITUTION** | **BOARD/UNIVERSITY** |
| PGDCA | 2014 | Correspondence | CMJ University |
| BCA | 2012 | S.D.College | KUK University |
| 12th | 2009 | Air Force School | CBSE |
| 10th | 2007 | Air Force School | CBSE |

**WORK EXPERIENCE**

**Organization**: Clues Network Private Limited

**Designation**: Marketing Intern

**Months of Experience:** 3 months

**Period**: 5 Oct 2020 - 4 Jan 2021

**JOB RESPONSIBILITIES**

* Responsible for providing Creative ideas for Social Media handles
* Provide the team with the engagement calendar for the said period and occasion
* Submit Blogs relevant to the theme
* Write Ad copies for Google ads

**Organization**: Dr Cure and Care

**Designation**: Social Media Marketing Executive

**Total Years/Months of Experience:** 6 months

**Period**: Oct 2019- April 2020

**JOB RESPONSIBILITIES**

* Responsible for planning of marketing strategies to grow online sales and traffic and engagement
* Producing a consistent brand message across all the social media channels
* Write content for creatives for social media channels
* Creating and promoting company blog on a weekly basis
* Reporting and setting goals thereof
* Identifying amendments for website betterment
* Creating Google Ads to obtain more leads
* Analysing social media campaigns for improvement and to gather visitor’s data
* Responding to any mentions over social media platforms like Facebook, Twitter, Instagram and engage with the social media users

**Organization**: Corporate Incentive Solutions Pvt. Ltd. (Chandigarh)

**Designation**: IT Support Executive

**Total Years/Months of Experience:** 4.6 years

**Period**: Dec 2013- May 2018

**JOB RESPONSIBILITIES**

* Identified and worked to remove barriers to successful completion of the overall project, with particular emphasis on resolving issues with subcontractors
* Facilitated and coordinated the work of multiple project teams engaged in the establishment and implementation of new projects to support the Project Manager
* Organize and execute assigned project tasks and activities
* Assist with coordination of onsite resources both internal and external
* Product listing on portals
* Assist with Mobile app functioning via phone training
* Work closely with project manager planning projects and preparing documents
* Communicate requirements to relevant departments and employees to keep progress on track
* Created PowerPoint presentations for project process flow

**Organization:** Corporate Incentive Solutions Pvt. Ltd.

**Designation**: E-commerce executive

**JOB RESPONSIBILITIES**

* Managing company’s internal **Online shopping portals** associated with Vodafone schemes
* Identifying the errors and rectifying them through back-end team
* Communicating via E-mails with the clients
* Work profile includes- Activating & de-activating the products from the shopping portals
* Generating & Deleting claims of the products redeemed by the customers
* Preparing quotations via PowerPoint and sharing at clientele end
* Getting the products approved from clients and uploading them on portals- Adding suitable images and description thereof

 **Amazon and Shopclues Seller Panel**

* Besides this, I have been handling **Amazon and Shopclues Seller panel** on behalf of company- includes getting the products upload, running campaigns, deals etc in order to raise the orders and getting them dispatched with the help of warehouse team

**Organization:** Corporate Incentive Solutions Pvt. Ltd.

**Designation**: E-mail process

**JOB RESPONSIBILITIES**

* To provide gifts on Vodafone postpaid connections
* Resolving gift-related complaints via mails
* Coordinating with the courier-tracking department, stock department, dispatch department etc.
* To keep updated records of all schemes under CISPL
* To resolve and manage all types of complaints like damaged gift received, gift not delivered, wrong gift delivered etc.

**Tata Sky**

* Worked with Tata Sky clients during the reimbursement process
* Managed all types of correspondence via E-mails & calls with clients

**PROFESSIONAL ROLE**

* Skilled in multitasking and working on several projects simultaneously
* Ability to improvise and grasp new skills
* Experienced in communicating with team and clients
* Comfortable and passionate about adopting ideas
* Well-organized with an ability to prioritize tasks
* Capability to work and flourish in fast-paced environment

**ACHIEVEMENTS**

Awarded **‘Most Attentive at work’**

Awarded 4 times **‘Great Job Done’**

Awarded **‘Outside the Box Thinker’**

**PREVIOUS WORK EXPERIENCE**

**Organization**: Institute of Hospitality and Management, Chandigarh (Head Office)

**Designation**: Front office and Coordinator

**Total Years/Months of Experience:** 8 months

**Period**: Oct 2012- July 2013

**JOB RESPONSIBILITIES**

* Maintain all sorts of files
* To keep the record of inward and outward goods in the office
* To handle Outgoing & Incoming Calls
* Handle all office activities independently
* Tele Calling and Weekly Report
* Handle all types of correspondence through E-mails

**TECHNICAL QUALIFICATION**

* 3 months Internship programme in Digital Marketing at Shiprocket, New Delhi
* Certified in Digital Marketing from Digiperform, New Delhi
* Certified in Oracle DBMS, Chandigarh
* Certified in PHP and Web designing from ZCC institute, Chandigarh
* C, C++, MS-Office, Internet etc.

**DECLARATION**

I hereby declare that the above given particulars are correct and best to my belief and nothing has been concealed therein.

(**SHWETA**)

**Date:**