



Pratima Srivastava

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A high-energy professional targeting opportunity in **Sales and Marketing** with an organisation of high repute

KNOWLEDGE PURVIEW

Sales and Marketing
Market Research
Digital Marketing
Market Research & Analysis
Business Consulting
Brand Strategy and Execution
Operation Management
Competitor Analysis
Data Analysis
System Evaluation

PROFILE SUMMARY

- A focused and goal-oriented individual
- Skilled in analysing and interpreting unique problems and logical & analytical thinking to find the right solutions
- Holds theoretical knowledge of **Creative Brand Communication, New Product Development, Market Oriented Strategic Planning & Retail Management Strategy**
- Familiar with the concept of **Business Analytics, Digital Business Strategy, Marketing of Services & B2B Marketing**
- **Have experience in managing the Dashboard of different Sub-brands and management of Inventory through digital platform**
- Gained exposure of devising & implementing pre & post marketing activities for successful launching of new products
- Conducted market surveys for effective product launches & competitor analysis by keeping abreast of market trends & competitor moves to achieve market share metrics
- Proficient in using Application Tools: MS Office (Word, PowerPoint and Excel)
- Worked on **market research tools and databases** and hold a comprehensive knowledge of **Word, Excel and Google Sheets**
- Excellent cross-coordination skills with exposure of communicating & collaborating with people from all parts of the country
- Quick learner with excellent communication, analytical & interpersonal skills; well organized with a track record that demonstrates self-motivation & creativity to achieve corporate & personal goals

EDUCATION

- **PGPM (Marketing)** from MDI Murshidabad in 2021; secured 7.34 C.G.P. A
- **B. Com.** from University of Lucknow, in 2018; secured 62.45%
- **HSC in Science (PCM)** from Bal Vidya Mandir Lucknow, CBSE in 2012; secured 89.3%
- **SSC** from Bal Vidya Mandir Lucknow, CBSE in 2014; secured 86.2%

Internships/Live projects

June'10 to July'18 with **Marico Limited, Gurgaon** as **Sales and Marketing Intern**

Highlights:

- Reported the work timely to Digital transformation manager and worked on E-commerce platforms
- Handling Customer escalations along with Marico Team and setting up processes
- Coordinating with Distribution agencies and closing gaps on delivery and fulfilment
- Handling data reporting and ensuring the best website practice are in place to drive onsite conversions
- Understanding of Google Analytics, CRM, and inventory management
- Worked on the basics of Digital Marketing and Business operations
- Applied various sales methodologies and strategies to collaborate with customers in identifying their needs and offering right services
- Coordinated with the marketing team on content, plans and campaigns

April'15 to June'15 with **Stellar Information Technology** as **Marketing Intern**

Highlights:

- Worked on Digital Marketing tools and techniques
- Conducted Online research and data mining
- Conducted Primary Research on the change in consumer buying behaviour in COVID-19 time
- Worked on different Forums, blogs and Guest posts

May'25 to July'10 with **Culstone (Live Project)**

Highlights:

- Worked on: Website Analytics| Email Marketing| Social Media Marketing

- Responsible for Developing Social Media Content of various events
- Devised a Go-to-market Strategy comprising of STP, 4P and SWOT analysis

ACADEMIC PROJECTS

Post-Graduation Project Title: Analysis of Distribution channel and Inventory Management (MAXWHEEL MOTORS)

Highlights:

- Study of three types of distribution Business and level of Distribution channel
- Techniques used in MAXWHEEL MOTORS for inventory control

Post-Graduation Project Title: Comparative buying behaviour of Rural and Urban Counterparts

Highlights:

- Studied the consumer buying behaviour and spending pattern by doing survey and research through Primary and Secondary research towards the purchase of mobile phones
- Compared and analysed Price, Quality, Style, Functions and Brand
- Analysed problems faced by the Rural Market with respect to the availability of products in interior regions and hence decline in sales of the particular brands

COURSES

Completed courses on:

- Management Development Programme in Marketing (**M.S.M.E.**), 2019
- Fundamentals of **Business analytics**, 2019
- Fundamentals of **Digital Marketing (google digital unlock)**, 2019
- **Google Analytics** for beginners, 2019
- Introduction to **search engine optimization**, 2019

Roles and Responsibilities

- **Student Coordinator at Entrepreneurship cell at MDI Murshidabad**
- Organized Entrepreneurship Summit (Anivesh)
- Conducted Workshops, events (hatch pitch) and interactive sessions with budding entrepreneurs

Extra-Curricular Activities

- Selected as finalist in Perfect pitch (inter-school competition) at NIBM Pune
- Runner up at book presentation competition at MDI Murshidabad
- Social work: Taught blind students and recorded notes at RSVI (Rehabilitation Society of Visually impaired)

PERSONAL DETAILS

Date of Birth: 13th September 1995

Languages Known: English & Hindi

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