**Aishwarya Rajlaxmi Mohanty**

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**Work experience**

**Company: Eske Paris**

Currently working as Head- Marketing, Strategy and Corporate Relations. Eske Paris is an Indo- French affordable luxury brand, backed by one of the largest export houses in India. We make exquisite handbags, laptop bags, wallets, sleeves and accessories.

The role focusses on handling a team and working closely with them to -

* Develop and execute the marketing and branding strategy to improve market share and reach.
* Assist in preparing and executing brand advertising concept, packaging and promotion along with my team.
* Co-ordinate with sales department to implement and monitor marketing initiatives for the brand
* Co-ordinating with advertising and research agencies to develop suitable brand initiatives.
* Planned ATL & BTL so as to deliver require value proposition.
* Keeping track of all brand related expenditures vis –a-vis budgets.
* Coordinates with other departments like Sales, Finance, HRD for product & brand requirements.
* Tracking and implementing attractive sales promotional drives across various levels.
* Negotiation with vendors for printing Pos materials and for BTL activities
* Designed and implemented the Eske VIP loyalty programme to increase the loyalty base and recall value of Eske.
* Coordinate with internal and external content/editorial team to create content for social media marketing.

**Company: InVideo**

Worked as a Senior Key Account Manager. Invideo is a video automation tool which makes gold standard videos in maximum 10 minutes without the need of any editorial skills..

* + - The role focussed on driving the revenue by upselling and cross selling to the existing clients.
    - Handling key clients of the organization and servicing them.
    - Acquiring new clients.
    - Making sales collateral and pitches .

## Company: Directi – Zeta

Worked as a Key Account Manager, Enterprise Sales at Zeta (Part of Directi Group). Zeta provides employee benefits on a single digital platform to ease out the hassles of corporates.

The role focussed on driving sales for Zeta. This involves converting different corporate / institutions, across various industries into Zeta clients.  
Key Responsibilities:  
•Preparing sales pitches and pitching to CXO level audience in corporates  
•Building strong interpersonal relationships with key client decision makers (middle/senior management)  
•Making effective sales presentations based on the identified needs of the prospects and handling negotiations effectively   
•Managing complex sales situations in acquiring new clients and up-selling/cross-selling to existing ones

**Internship**

**Company: Giftxoxo**

Giftxoxo helps organizations and individuals to enjoy extraordinary experiences and activities. It provides global technology solutions for handling Engagement, Rewards & Recognition, and Incentives Management. As a business design student interested in marketing, I was asked to work on the following projects.

**Project Title: Marketing and Industrial Relations ( B 2 B)**

* Content Marketing - Generating Content and amplification to increase the visibility .
* **Online Marketing Strategies -social media marketing**
* **Building strong and strategic relationship with existing and perspective customers .**
* **Developing and generating sales**
* **Offline marketing- Organising events**
* **Quality check and cataloguing**
* **Membership and Certifications for various organisations like CII, FICCI, AIMA etc**

**Company: Grey Meter**

**I**ndia’s largest college professional network connecting students, alumini and corporates.

**Project Title: “Content writing and Social-Media Marketing”**

* Content Writing
* Social media marketing

**Live Projects**

**Global citizen Leadership**

**Company: HasiruDala Innovations**

Hasiru Dala Innovations is a social enterprise committed to creating predictable livelihoods for waste pickers by providing total waste management, urban gardening services and products for sustainable living. All their initiatives are designed to enable a circular economy that enhances the lives, be it a waste picker or a resident.

* Successfully completed awareness campaign at HAL by visiting 800 households to create brand awareness and spread awareness about waste segregation and management.
* Conducted primary research to understand consumer behaviour and attitude towards waste management.
* Developed and recommended marketing strategies

**Company: McDonald’s**

The post opening analysis to be done at McDonald’s stores in the West & South of India with an objective to understand the catchment area of the store with respect to:

* Where does the customer come from
* Why does the customer visit the locality
* Who is the customer and his habits
* The post opening analysis to be done at McDonald’s stores in the West & South of India.

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**Company: WrenchIt**

**Project Title:** **“Business Creation “**

* Found out pain points and gap in the market of two wheeler segment for servicing and maintenance of vehicle.
* Conducted and completed primary and secondary research.
* Developed a business model and strategies to address the pain points of the commuters and successfully tied up with the stakeholders to support the model.
* Authentication and test marketing of the business model through test runs for the specified period.
* Created a pricing model and marketing strategy for **WrenchIt.**

**Projects & Initiatives**

**Project title: GSM based SMS controlled relay board**

GSM based Control System” implements the emerging applications of the GSM technology .Using GSM networks, a control system has been proposed that will act as an embedded system which can monitor and control appliances and other devices locally using built-in input and output peripherals.

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#### Education Qualification

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| --- | --- | --- |
| **Course** | **Institute & University** | **Year of Passing** |
| **PGDM BUSINESS DESIGN - Marketing** | Prin. L. N. Welingkar Institute of Management and Research | 2017 |
| **B.E.(Electronics and Telecommunication)** | Pillai’s Institute of Information Technology, Mumbai University | 2013 |
| **HSC** | **DAV Public School** ( CBSE board), Mumbai | 2008 |
| **SSC** | **DAV Public School (**CBSE board), Mumbai | 2006 |

#### Achievements, Awards & Certifications

* Elected as the **Deputy General Secretary 2016**
* **Head girl** during school days
* Secured **1st** position in **Prototype** competition held at Welingkar Institute of Management and Research .
* Participated in **FlavourBurst** competition organized by Rotaract club.
* Participated and won various art competitions in school days.
* Won **the Business Creation- WrenchIt** competition at Weschool in 2017

**Extra-Curricular Activities & Interests**

* Organized and Participated in “Alegria fest 2011”, organized by Pillai’s Institute of Information Technology
* Attended BCIC event in 2015
* Volunteered and participated in Rotaract club of Welingkar.
* Drawing, Painting, Sketching & Fashion
* Travelling and exploring the world
* Blogging and writing articles.