

Shikha mishra

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SUMMARY

Experienced Sales Professional . Skilled in client relationship management and sales strategy development. Strong communication and negotiation skills. Dynamic Network Marketing Professional with experience in building and leading successful sales teams. Proven ability to implement effective marketing strategies, recruit and mentor top performers, and achieve significant revenue growth. Utilizing digital marketing tools and relationship management to drive market expansion. Known for strong leadership, motivational skills, and a results-oriented approach, with a track record of exceeding sales targets and fostering team success. Skilled in social media initiatives, strategic partnerships, and content creation to boost brand visibility and engagement. Fluent in English, Hindi.

EXPERIENCE

SALES AND MARKETING

Modicare

August 2023 - Present, New Delhi

- Utilized various sales techniques to attract new customers and retain existing ones. Recruited, trained and managed a team of 50+ sales representatives. Conducted and managed a regular training sessions to enhance product knowledge and sales skill.
- Build and maintained strong relationships with customers ensuring high satisfaction and loyalty. Handled customer inquiries and resolved issues promptly to enhance the customer experience.
- Organized successful, promotional events and product launches, Exceeded sales targets by 30 % annually.

Graphic designing Intern

Bld Circuit System

September 2022 - October 2022, New Delhi

- Designed graphics for web, social media and prints.
- Collaborated with marketing to develop creative concept.
- Created logos, brand guidelines and promotional material, Managed multiple projects ensuring timely delivery. Applied users feedback to improve designs.

EDUCATION

BA(JMC)

GGSIPU • 2024

- Explored journalism, media and communication.
- Collaborated on group projects.
- Conducted projects in reporting and media production.
- Gained hands-in experience in graphic designing ,communication skills, digital media

10+2

VIDYA BHARTI SCHOOL • CBSE • 2020

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ST. THOMAS SCHOOL • CBSE • 2018

CERTIFICATIONS

FUNDAMENTALS OF DIGITAL MARKETING

Google Digital Academy

- Gained skills in SEO, social media and email marketing
- Learned to use digital marketing tool and analyze campaign performance.
- Applied knowledge to optimize online marketing strategies.

MS EXCEL

GREAT LEARNING

- Basic proficiency in MS Excel, including data entry, formula use, and basic chart creation.
- A foundational understanding of MS Excel, including data management and basic analytical functions.
- Utilized MS Excel for data entry and basic reporting tasks, enhancing efficiency in data management.

DIGITAL MARKETING FUNDAMENTALS

IIDE The Digital School

- Gained skills in SEO, social media and email marketing
- Learned to use digital marketing tool and analyze campaign performance.

- Applied knowledge to optimize online marketing strategies.
- Results-oriented marketing professional with a strong understanding of digital marketing fundamentals.
- Experienced in developing and executing digital campaigns that enhance online presence and drive business growth.

SOCIAL MEDIA MARKETING

Hubspot Academy

- I possess strong social media marketing skills, including expertise in reaching and engaging large audiences and proficiency in targeted advertising for specific demographics.
 - I excel in building brand awareness and fostering customer loyalty through direct engagement and feedback. My ability to create cost-effective marketing campaigns is complemented by strong analytical skills for measuring and improving performance.
 - Additionally, I am knowledgeable in leveraging content for viral reach and familiar with improving search engine rankings via social media. I am also competent in competitor analysis for strategic advantage and experienced in integrating e-commerce with social platforms.
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SKILLS

- Social Media Management
- Brand Management & Promotion
- Email Marketing
- Digital Marketing
- Lead Generation and Conversion Optimization
- Public Relations & Event Management
- Influencer Marketing Strategies
- Content Creation and Copywriting
- Search Engine Optimization (SEO)
- CRM (Customer Relationship Management)
- Digital Marketing Campaigns
- Online Sales
- Customer Service
- Canva
- MS Office
- Business Development
- Event And Project Management Public Relations & Event Management