

RIYA MISHRA

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SUMMARY

With extensive Expertise in digital marketing, I specialize in onboarding new partners and leveraging their platforms to drive effective marketing solutions for our clients. At Growthan, I focus on strategic partnerships, ensuring seamless product delivery and maximizing performance marketing efforts across various sectors, including BFSI, real estate, and more. Passionate about solving client challenges through innovative strategies and strong market relationships.

WORK EXPERIENCE

Strategic Partnerships Executive at GROWTHAN MEDIA PVT LTD

FEB 2024- PRESENT

1. Identifying Opportunities: Researching and identifying potential partners that align with the company's strategic goals.
2. Building Relationships: Establishing and nurturing relationships with brand partners.
3. Negotiation: Leading negotiations and crafting campaign agreements to ensure mutual benefits.
5. Managing Campaign: Overseeing the day-to-day management of Campaign to ensure successful collaboration and resolve any issues that arise.
6. Monitoring Performance: Tracking and analyzing the performance and impact of campaigns, using metrics and feedback to optimize and improve partnership effectiveness.

INTERNSHIPS

1. **Organization:** HELLA India Lighting Ltd.
Period: July 2023- Aug 2023
Project: Collaborated in new concept development, seamlessly integrating competitive analysis, crafting strategic product positioning, and setting competitive benchmarking.

- 2. Organization:** Localite Ocean
Period: June 2023- July 2023
Project: Took charge of PR and outreach at an event management company. Negotiated with managers of prominent singers to secure budgets, finalize dates, and meet event requirements.

- 3. Organization:** Times of India
Period: June 2021- July 2021
Project: Assisted the sales and marketing team in developing and implementing the drive revenue growth for print.

- 4. Organization:** Lancer's Counsel Service Pvt. Ltd
Period: June 2021- July 2021
Project: Assisted the marketing team in developing and executing marketing campaign to promote the company's services and increase brand awareness.

EDUCATION

MBA

Graphic Era University

Dehradun, Uttrakhand

Year of passing- 2024

BBA

Graphic Era Hill University

Dehradun, Uttrakhand

Year of passing- 2022

SKILLS

- Brand Partnerships
- PR and Outreach
- New Concept Development
- Influencer Marketing
- Competition Analysis

ADDITIONAL CERTIFICATIONS

- Brand Management from Great Learning
- Digital Marketing from Great Learning
- Product Management from Great Learning
- Advance Excel

PERSONAL DETAILS

- DOB- 17/12/2000
- Languages known- Hindi, English, Gurmukhi
- Gurgaon, Harayana