**DIVYA MAHIMKAR**

**+**91-9096043460**;**

Email Id–divsmahimkar@gmail.com

304, 3rd floor, Silver Nest Building, Sardar Patel Marg, Four Bunglows, Andheri (W).

**SALES PROFESSIONAL from advertising industry**  
seeking challenging assignments in digital industry.

**PROFILE**

* Resolute and committed professional, academically proficient with **Post Graduate** Diploma in Business Management.
* Results oriented individual with over 5 **years** of comprehensive experience in handling wide range of assignments ranging from Business Development, Brand Management, Strategic Planning, Market Research and complete range of Marketing activities for clients.
* Consummate professional with excellent planning, execution, monitoring and resource balancing skills, attention to detail as well as the ability to build and lead effective teams.
* Accented with the latest trends and techniques of the field, having an inborn quantitative aptitude & determined to carve a successful and satisfying career.

**PROFESSIONAL EXPERIENCE**

**THE TIMES OF INDIA                               Aug 2008 – Aug 2013**

**Asst.Manager, Times Response**              

* Designing media plans for various clients using different platforms of the Times Group.
* Handling Times exhibitions and events.
* Planned & launched special features for various industries and clients.
* Getting more clients to advertise.
* Designed sales plan to achieve targets regularly.
* Handling Special publication The Speaking Tree for niche audiences.
* Working closely with the various advertising agencies.
* Identifying, researching & analyzing market products while evaluating the business and realizing its full potential by using tools such as marketing, sales, information management & customer service.
* Retaining customers by providing best possible service in terms of immediate response to enquiries, quick execution of orders & by keeping the customer updated.
* Online Marketing.

**AIR INDIA                          Jun 2006 – July 2008**

**Flight Attendant**

* To handle the safety of all passengers on board an aircraft, ability to carry out all first aid procedures
* Provide the best possible customer service to all passengers.
* Demonstrates all emergency equipment and emergency procedures
* Check forms, records and documents such as cash collection forms
* Team Player.
* The ability to stay completely calm under intense pressure.
* Knowledge of different countries policies and regulations when entering the country.

**EDUCATIONAL CREDENTIALS**

1) Holding P.G diploma in Business Management from ICFAI University.

2) Gold Medalist from Mumbai University in B.Sc. Home Science in the year 2005.

3) Passed B.Sc. Examination from Nirmala Niketan College of Home Science securing 75% in year 2005.

4) Passed Higher Secondary Certificate from Nirmala Niketan College of Home Science, securing First Division (65%) in the year 2002.

**Personal Details**

**Date Of Birth :** 22nd Feb 1985

**Language :** English, Hindi, Marathi

**Marital status :** Married

**Gender :** Female