



## CONTACT



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## SUMMARY

Proactive and results-oriented professional with experience in digital marketing and event management. Have a very strong communication skills, quick learning, and confident problem-solving. Passionate about driving growth and delivering impactful solutions, I thrive in fast-paced environments and is always eager to take on new challenges.

## SKILLS

- Effective Communication.

# Mona Sihag



## EXPERIENCE

### **Business Development Manager** THINK YOUR MEDIA - Noida

09/2024 - 01/2025

- Built new business partnerships to drive customer acquisition and generate revenue.
- Coordinated with marketing teams to develop promotional materials and campaigns for target markets.
- Led social media management efforts, growing followers and enhancing engagement on platforms such as Facebook, Instagram, and Twitter.
- Analysed performance data to measure success of marketing campaigns and adjust strategies accordingly.
- Managed online content using best practices in SEO to improve search rankings.
- Closely monitored public relation manager processes during on the job training, obtaining information required to improve skills and techniques.
- Participated in community events as a representative of the network, strengthening public relations and brand image.
- Organised industry networking events, enhancing brand visibility and fostering professional relationships.
- Enhanced product marketability and improved profits with optimum targeting on sales and marketing strategies.

### **Marketing Manager** WOODLAND/ FAIRFAX COUTURE - NOIDA

01/2024 - 08/2024

- Cultivated relationships with industry partners to stay abreast of trends and innovations in event management.
- Managed multiple social media accounts across platforms, consistently growing follower base and engagement rates.
- Handling all international buyers.
- Followed buyer directives for purchases and promptly resolved issues with deliveries, price or item quality.
- Researched new marketing technologies and tools to stay ahead of industry trends and

- Digital marketing.
- Social media management.
- SEO optimisation awareness.
- Performance marketing.
- Event Management.
- MS Excel.
- Content Writing.
- Fashion Styling.
- Confident performer
- Innovation and creativity
- Excellent communication skills and talents in order to move into Senior marketing role in future.
- Strong Organization & creative problem solving skills.
- Marketing & sales strategies.
- Positive attitude

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## PERSONAL INFORMATION

**Date of birth:** 22/02/1998

- improve marketing efficiency.
- Directed marketing campaigns to attract new clients, utilising social media, email marketing, and local advertising.
- Spearheaded email marketing campaigns, designing templates and analysing performance metrics to maximise ROI.
- Represented organisation at trade shows, factories and product design events.

### Marketing Head FASHIONTE – New Delh 01/2023 – 12/2023

- Managed cross-functional teams to deliver integrated marketing campaigns across digital and traditional platforms.
- Successfully grew company awareness using social media, newsletters and hosting outstanding marketing events.
- Implemented seasonal and special discounts, driving customer engagement through promotions.
- Utilised Google Analytics and other tools to assess website traffic and user engagement, driving continuous improvement.
- Directed the creation of compelling content for social media, websites, and email marketing, driving engagement and conversions.
- Coordinated with design, project management and production teams to delivery timely support to planned campaigns.
- Prepared detailed marketing forecasts on daily, weekly and quarterly basis.
- Designed and monitored effective email marketing campaigns, tracking performance to optimise future efforts.
- Trained and mentored employees to maximise team performance.
- Built and maintained courteous and effective working relationships.

### Merchandiser ASHIRWAD EXIM PVT. LTD. – DELHI 02/2021 – 12/2022

- Collaborated with manufacturers, suppliers and retailers to facilitate proper execution of merchandising plans.
- Handled all India mother care stores updates.
- Checked Mothercare site for updating stock.
- Handled approvals of Technical Sample/ Size Sets.
- Followed up on the entire department from sampling to shipment stage.
- Handled production of baby apparel .
- Managed complaints with calm, clear communication and problem-solving.

■ **Merchandiser Intern** Richa & Co. Pvt. Ltd. - Gurugram  
05/2019 - 07/2019

- Handled sample preparation for buyer approvals effectively - QA File, Tech-Pack & Prepare & follow-up of a time & action calendar.
- Accompanied retail buying manager on visits to manufacturers to further understand production processes and identify future product ideas.
- Discussed Designers design requirements, vision and budgets thoroughly to enhance project outcomes.
- Nordstrom & AFF- Different formats & Documents like BOM , production.

■ **Fashion Design intern** Ankur J Designer - New Delhi  
12/2018 - 12/2018

- Organised and catalogued fashion archives, facilitating easy access to historical styles and trends.
- Tailored costume designs for theatre productions, ensuring authenticity and adherence to character briefs.
- Provided personalised styling consultations for clients, offering advice on wardrobe enhancement.

■ **Fashion Stylist Intern** DUNE LONDON - NOIDA  
05/2018 - 07/2018

- Acquired Skill in customer engagement while interning at DUNE LONDON.
- Helped customers select Footwear and Bags that matched their personal style.



## EDUCATION

■ **B.Des (FD)**  
**Amitry University ,Noida** - Noida, 2020

■ **12th Standard**  
**K.L.Arya D.A.V. Public School** - Hisar, 2015

■ **10th Standard**  
**K.L.Arya D.A.V. Public School** - Hisar, 2013



## **HOBBIES AND INTERESTS**

- **Reading books and articles**
- **Travelling and making connections**
- **Modelling**
- **Public speaking**
- **Playing team sports**
- **Painting**
- **Dance**
- **Design**