

MUSKAN HEDA

Seeking a career to utilize my knowledge, personal skills to gain comprehensive understanding of a reputed organization so as to take responsibility and contribute significantly

CONTACT

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HOBBIES

Reading
Dancing
Learning new lifestyle skills
Content Creation (Social Media)

EDUCATION

Jai Narayan Vyas University
2012 – 2015
Graduation in Commerce

St. Paul's Sr. Sec. School
2012

WORK EXPERIENCE

Lazy Stays (Backpackers Hostel & Café) Founder

January, 2021–February, 2023
Pushkar, Rajasthan

- Developing strategies and tactics to boost company's reputation and drive qualified traffic.
- Assembling a good team and lead them working towards the common goal
- Implementing long & short term plans while accessing in risk and opportunities.
- Prepare & monitor the marketing budgets, also handled accounts and manage guest-relations

Astics Techlabs Marketing Manager

December, 2019– November, 2020
Ahmedabad, Gujarat

- Developing successful marketing campaigns from ideation to execution and driving sales team to work towards it and keeping a balance with other departments
- Stayed up to date on company procedures, policies and benefits to keep employees informed of changes
- Scheduled appointments and worked with clients to manage time and maintain client relationships
- Developing strategies and tactics to boost company's reputation and drive qualified traffic

Shivarth Projects – Karma Workspaces Community Manager

January, 2019–November, 2019
Ahmedabad, Gujarat

- Experiment with a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, and performance analysis
- Build strategic relationships and partner with key industry players, agencies and vendors
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely.
- Oversee and approve marketing material, from website banners to hard copy brochures and case studies
- Analyze consumer behavior and adjust email and advertising campaigns accordingly.

Vmak Research & Services Business Development Manager

April, 2016–December, 2019
Noida, Delhi NCR

- Maintained and build CRM records, reports and opportunities to increase sales optimization and performance with my team
- Trained and assisted sales force for higher quality performance
- Recognized as the trusted technology advisor for contacts at key accounts
- Relayed information between operations manager, floor supervisor and individual team members, guaranteeing to communication clearly

- Responsible for assigned sales targets (monthly, quarterly and manually).
- Maintaining and developing relationships with existing customers in person via calls and mails

SRM Events Manger

2015–2016

- Responsible for the arrangement of every logistical element of event, food, set-ups
- Ensure all the requirements should meet the budget
- Plan, design and implement the target for every event
- Maintain and develop client relationships

Alok Overseas Consultants Coordinator

2014–2015

- Served as an academic mentor for freshman students
- Insure adequate response via telephone to public inquires
- Built relationships with and guided students on international student immigration
- Lead all planning, recruiting, evaluating and coordinating work for the company

SKILLS

- Innovative thinking, team person, capacity to logical analysis
- Adaptability, honesty and strong drive to achieve organization goals
- Hard working and able to grasp difficult concept and theories
- Lively and energetic; able to motivate others
- Take responsibility seriously