

# Shivam Soni

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A results-driven marketing professional and MBA student experienced in account management, data analysis, and brand strategy. Managed key accounts for brands including ITC and Nivea, launching successful campaigns and driving growth. Skilled in digital marketing, market research, and cross-functional teamwork. Possessing a passion for leveraging technology and leadership to achieve business success. Currently seeking a challenging position, working collaboratively towards exceeding demanding targets.

## EDUCATION

### Master of Business Administration (Digital Marketing) | University of East London, UK.

- Current modules T1: Mental Wealth: Professional Fitness & Leadership, Managing Strategy, Operations and Partnerships

### Bachelor of Management Studies (Marketing)| Kishinchand Chellaram College, India 08/2020 - 04/2023

- CGPA 9.6/10

## WORK EXPERIENCE

### Key Account Executive Intern – Purple.com | Mumbai, India. 10/2023 - 04/2024

- Managed key accounts (ITC, Nivea), enhancing client communication and supporting customer satisfaction.
- Conducted sales trend analysis to inform strategies and improve account profitability.
- Collaborated with cross-functional teams to coordinate smooth product launches and ensure client needs were met.
- Developed growth forecasts by analysing market trends and client performance to assist strategic planning.
- Strengthened communication, teamwork, and organisational skills through handling multiple projects in a fast-paced environment.

### Marketing Assistant Intern – SASSFI | Mumbai, India. 08/2023 - 09/2023

- Assisted in planning and executing marketing campaigns across multiple platforms.
- Conducted market research and competitor analysis to support strategy development.
- Developed and implemented campaign execution plans, leveraging social media platforms like Discord for engagement.
- Coordinated with influencers for AMAs (Ask Me Anything) to enhance brand visibility.
- Improved project management and digital marketing skills by collaborating on various campaigns.

## SKILLS & CERTIFICATIONS

### Soft Skills:

- Strong communication, interpersonal, and presentation abilities
- Team collaboration and independent work proficiency
- Multitasking and working efficiently under pressure
- Negotiation and problem-solving expertise
- Attention to detail and well-organised
- Ability to follow instructions and deliver high-quality results

### Technical Skills:

- Google Apps, and Canva
- Proficient in Microsoft Excel, Word, PowerPoint and other Microsoft 365 apps
- Expertise in account management, research
- Administrative tasks
- SEO proficiency and brand development knowledge
- Strong communication in digital platforms and social media engagement

### Lululemon Omnichannel Marketing Job Simulation | Forage 09/2024

- Completed a job simulation with lululemon, developing a digital and omnichannel marketing strategy, including a creative brief for MIRROR, their at-home fitness platform.
- Created a new digital product concept and calculated key marketing metrics from an ambassador campaign, enhancing data-driven decision-making.

### Search Engine Optimization (SEO) | HubSpot Academy 10/2023

- Completed a certification in Search Engine Optimization (SEO) from HubSpot Academy, gaining foundational knowledge of SEO strategies.
- Familiar with basic SEO techniques such as keyword research, on-page optimization, and performance tracking.

## EXTRACURRICULAR ACTIVITIES & INTERESTS

### Head of Administration | KC College Marathi Mandal 2022 - 2023

- Led a team of 6-7 people in managing event registrations, scorekeeping, and score announcements for cultural events.
- Maintained strong relationships with team members and ensured smooth coordination between teams during events.

### College Project Leader | KC College

- Led and organized multiple college projects, efficiently dividing tasks among team members and encouraging them to contribute innovative ideas.
- Motivated the team to meet deadlines and deliver quality results through effective collaboration.

### Interests & Hobbies

Trekking | Camping | Football | Cooking | Swimming | Cycling | Tech and business model exploration | Marketing Trends