

VANSHIKA UDESHI

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PROFESSIONAL SUMMARY

A dedicated graduate student with a Bachelor's degree in Management Studies (BMS) specializing in Marketing, complemented by 3 years of professional experience. Demonstrates a strong skill set in marketing, administration, logistics, and event management. Proven ability to effectively manage projects, optimize business processes, and drive successful outcomes through strategic planning and execution.

CERTIFICATIONS

- ▶ Salesforce Certified Administrator
- ▶ Salesforce Platform App Builder
- ▶ Salesforce Sales Cloud Consultant
- ▶ Salesforce Marketing Cloud Administrator

SKILLS

- ▶ Logistics management
- ▶ Event management
- ▶ Digital marketing
- ▶ Human Resource Management

EXPERIENCE

V.S Traders, Manager

September 2021 - August 2024

V.S Traders is a company that provides construction-related equipment on a rental basis. The company has been operating successfully for the past 40 years.

- ▶ **Proactive Client CRM Oversight:** Oversaw client CRM systems with a focus on immediate damage control in case of issues, ensuring minimal disruption and maintaining client satisfaction. Actively monitored and resolved any discrepancies or problems to uphold high service standards.
- ▶ **Accountable Leadership and Reporting:** Maintained a high level of responsibility by being answerable to upper management for all operational aspects within the organization. Provided regular updates and reports on team performance, project progress, and operational efficiency, ensuring transparency and alignment with organizational goals.
- ▶ **Efficient Task Management and Team Coordination:** Successfully managed and assigned tasks to both base-level and middle-level employees, ensuring smooth workflow and timely delivery of end results. Implemented strategic delegation methods to optimize team performance and productivity.

The Event Wale, Senior Marketing Executive

April 2021 - August 2021

"the event wale" which was purely online based Start-up to gain the market reach on social media it had the basic functionality of marketing essence.

- ▶ **Team Management and Coordination:** Effectively led and managed a marketing team, ensuring clear communication, task delegation, and alignment with project goals.
- ▶ **Professionalism and Respect:** Maintained a humble and respectful attitude towards senior authority, fostering a positive and collaborative work environment.
- ▶ **Client Communication and Quotation Handling:** Efficiently managed email correspondence and assigned quotations to clients, ensuring prompt and accurate responses to support business needs.

EDUCATION

- ▶ VIVA College of Arts Commerce & Science — BMS — 9.63 CGPI.
- ▶ Muljibhai Mehta International School — HSC — 60.04%.
- ▶ N.G.V English Medium High School — SSC — 67%.

EXTRA CURRICULARS

- ▶ Member of a design team under student council.
- ▶ Creating personalized treasure chest.
- ▶ Class Representative for 2 consecutive years.