

Aarti Meharchandani

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Profile

Experienced Brand Ambassador and Team Leader with 3 years of experience in experiential & digital marketing and Master of Business Administration Graduate looking for an opportunity to challenge and evolve my skills in a creative and challenging environment.

Skills Overview

- Analytical and problem-solving ability; ability to work under pressure; attention to detail; self-motivation.
- Knowledge of the industry project management best practices.
- Strong interpersonal skills with the ability to interact with executive-level internal and external clients.
- Excellent oral and written communication skills and excellent presentation skills with the ability to conduct.

Achievements

- Achieved IBM environmental and sustainability award for presenting the idea implementation in Middlesex University Library for analysing waste management.
- Student Ambassador at McGraw Hill Education - Leadership, Social- Media, Public Speaking

Employment

Oct 2021 - Present	ID Live Staffing Agency Clients: Toyota & Lexus, Gorillas Grocery App Team Leader	London
<ul style="list-style-type: none">• Creating and maintaining a positive customer-friendly sales environment whilst taking responsibility for the day-to-day maintenance and presentation of the campaign.• Oversee day-to-day operation and monitor team performance and report on metrics.• Providing teams with information about recent developments and policy changes of management.• Ensuring customer service standards remain high and continually looking for ways to improve.• Making sure the team always adheres to health & safety policies.		
June 2021 - Sept 2021	Fulcrum Infrastructure Management Group Sales and Marketing Administrator	London
<ul style="list-style-type: none">• Successfully implemented strategies to help businesses increase sales & maintain a positive brand.• Coordinating with students, stakeholders & facility management partners and working with the operations team to develop targeted sales strategies.• Researching into the external environment in the Higher education sector and developing new ideas to create awareness in a sustainable way for the students.• Creating the awareness materials such as residential brochures and student welcome packs and tracking sales data to create sales performance reports.• Administering bookings and maintaining customer relations.		

Jan 2021 - June 2021

Number 8 Events Ltd
Covid Testing Assistant

London

- Adhering to government guidelines to protect the environment around the test centre by making sure regular sanitising and wearing correct PPE.
- Completing the administrative tasks of new patients into the system for registration and analysing the data records of the rapid flow test results.
- Aided the local public to get tested to reduce the flow of the transmission of viruses.

Jan 2020 - December 2021

Win at Retail Staff Agency
Brand Ambassador

London

Engaged in the retail sales environment for various brands such as Philips, Epson, and Xbox.

Epson:

- Educate customers on how ecotank printers work and achieve weekly sales targets.
- Achieve monthly sales; reporting and feedback to management to produce statistical data.

Philips:

- Involved in the sales team to drive the sales of the product of one blade razor.
- Monitor the company's industry competitors, new products, and market conditions.

Xbox:

- Maintain records of all sales leads and/or customer accounts.
- Microsoft: running the sales on the counter - promotional offer of VIP game pass on Xbox.

April 2019 - December 2019

Nido Student Accommodation
Sales & Support Executive

London

- Delivered stellar performances in overall sales of 9 Nido student buildings with completion of 1200 rooms and 98% closing occupancy within 4 months.
- Engaging with customers using CRM tools and other applications to define and track team goals; identified improvement opportunities, and nurtured top talent.
- Assisted SEO professional with developing www.nidoliving.com website strategy as part of improving search engine ranking.
- Collaborate with senior management in weekly meetings by creating and maintaining sales reports.

Education

2022– Present UX & Front-end Web Development (Part-Time)

University of Birmingham

Key Modules - HTML, CSS, JavaScript, Bootstrap, DOM, APIs, jQuery, JSON, Vscode , UX, Adobe

2017 – 2019 Master of Business Administration

University of the West of Scotland

Key Modules - Analytical Thinking and Decision Making, Influencing organisational strategy, New Venture Creation, Business Creativity, Strategic Business Project

2017 – 2019 BA (Hons) in Business & Project Management

Middlesex University, London

Key Modules - Financial Aspects of Business, Marketing Theory and Practice, Operations Management, Managing Business Projects, Sustainability

Transferable Skills

Business Understanding: Working for Epson Printers and Microsoft (Xbox), I was exposed to B2B and B2C with no compromises. I developed the idea of selling and transactions which can be used to cover business or personal interactions and it can allow us to improve the "success-rate" of interactions.

Negotiation: During my time as an intern in the Nido Student I gained knowledge of the business model of the company and understood the product benefits and advantages to prepare strategies according to the sales force.

Effective Communication: During my experience as a Team Leader for ID Live, I gained the knowledge of initiating and finishing the conversation with the client and bringing up the culture of efficiency to improvise the tasks and the workload.

Interests

Programming, Reading, Machine Learning, Badminton, Volleyball

Languages

- Fluent in English, Hindi