

NITI MAHESHWARI

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Professional Summary

A competent and a versatile professional with 10 + years of experience and in depth exposure to the entire spectrum of Marketing, Business Analysis, Business Communication, Business development/ Client management activities and Brand development

Work History

Founder- Eifer

MUMBAI, MAHARASHTRA

01/2020 - Current

- E-commerce Start-up- Build from scratch.
- Deals in Healthcare, Housekeeping Products, Tools & Tackles.
- Completely digitised the concept and introduced value added products for Healthcare which got boost in Pandemic.
- Grew the Start-up to a successful level and selling the company, since I'm willing to take new job opportunity.
- www.eifer.in

Kanakia Group-RBK Education Solutions Pvt Ltd - Marketing Manager

MUMBAI, MAHARASHTRA

04/2016 - 01/2020

Marketing Communications: -

a) Marketing collateral and publicity material

- i) Writing and producing marketing material (brochures, posters, flyers etc), liaising with the relevant staff including Director of the organisation.
- ii) Preparing marketing collateral for the corporate relations activities, working with the Director of Marketing and External Relations
- iii) Responsible for the publicity stands and other event support material-ordering new stock as required and ensuring the supply of stock to events
- iv) Managing the stock of all marketing collateral i.e. brochures; creating systems to identify when stock needs to be replenished in coordination with Admission officers.

b) Website and other e-marketing communications

- i) Collating material and editing copy for the monthly newsletter, circulated to internal and external audiences.
- ii) Maintaining the social media accounts.
- iii) Taking up lead in Digital campaigns through agencies.
- iv) Working on website content and blogs

c) Public Relations

- i) Liaison with, and providing information to, the media and arranging interviews where necessary.
- ii) Taking up publicity campaigns through PR agency.

d) Advertising / Events (printed media, outdoor and new media)

- i) Preparing quarterly marketing campaign, Media buying for branding purpose.
- ii) Working on emailers, bulk SMS, outdoor media, cinema ads and print media simultaneously
- ii) Creative input into new advertising campaigns.
- iii) Brand building activities like coffee table book, outdoor media

Relocated to Pune, Wagholi from March 2021

Shifted from Mumbai after 10 years.

Skills

- Market Analysis
- Budgeting
- Digital Marketing
- Customer Service
- Event Management
- Client Relations
- Brand Management
- Leadership
- Vendor Management

Education

12/2010

DAVV University

Indore

Master of Business Administration:

Marketing and Finance

07/2008

DAVV University

Indore

Bachelor of Science: Biotechnology

Certifications

- Google Certified Digital Marketing
- MSME Certified Digital Marketing

Additional Information

- Organized Biggest Marathon and Walkathon in Mira Road
- Organized Zee Interactive Live show with PM. Narendra Modi for Kanakia school
- Organized India Hoga Clean with Network 18 at Mira Road
- Organized a DÉCOR show 2011 at Indore as Event planner through Shakun Advertising Pvt Ltd.
- Organized Seminar and trainings at Corporate level

Personal Information

- Marital Status: -Married
- Spouse Name: - Mr Sagar Sawlani
- Child – one daughter
- Fathers Name: - Mr Mahesh.K.Dholi
- Mothers Name: - Mrs Sushma Dholi
- Hobbies- Reading,Singing,Traveling.
- Hometown: - Indore (Madhya Pradesh)
- Residence: - Pune
- Reference:- On Request

planning etc.
iv) Event planning

e) Budgeting: -

- i) Prepare annual budget plan for marketing activities.
- ii.) Analysing and monitoring the previous year budget.

2 Market analysis, planning and new programme development:

Making fortnightly analysis of advertising campaign to analyse the cost is to ROI on campaign.
And if required to take corrective measures.

3 Market Intelligence: Gathering information on competitor and programmes.

Appco India Pvt Ltd - Assistant Client Account Manager.
MUMBAI, MAHARASHTRA
12/2011 - 08/2016

- Team handling – Handled a team of 4-5 people for departmental operations
- Operational process - Provide administrative support to the company with database management, report generations
- Qualitative analysis – Keeping proper check on the sales quality via reports
- Training - Training and guiding the sales executives in terms to maintain quality in sales and to reduce escalations.
- Acting as a bridge between client and sales executive and working closely with them to support in smooth business.
- Perform complex and confidential administrative functions including developing and typing written correspondence.

Team Leader –April 2013

Sr. Operations Executive –Dec 2011

- **Clients: - Reliance_Big TV,Tata Sky, Future General Insurance.**

Shakun Advertising Pvt Ltd - Client Servicing Executive.
Indore, MP
04/2010 - 02/2011

- Managing operations like events, outdoor, brandings, launching and other major advertising part.
- Developed Business associates, public relation activities, marketing plans and brand building strategies.
- Equally Strong contribution in media planning, business development and account retention.

Corporate Clients –

Automobile: Tata Motors, Tata Heavy Vehicles, Maruti.

Real Estate: Sun City

Jewellers: Tanishq, D-Damas

Hospitality: Tittos Celebration

Cellular: - Blackberry, Maxx Mobile