

KARNIKA SHAIWANI

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Career enhancement opportunities in Marketing, Sales Operations, and Key Account Manager Client Relationship Management with leading organization

Brief Overview

- With 8 years of Experience in **Marketing and Sales in Diverse Industry**. I want to be an integral part of the challenging environment of a reputed organization and utilize my skills to prove myself and enhance my growth with a team of professionals.
- Currently I am working as **Manager-Institute Sales and Partnerships in JODO**.
- Strong experience in **Marketing, Sales operations, Team Handling & Account Management**.
- Skilled at Marketing plans for lead flow through effective **BTL and ATL Marketing campaigns**.
- Communicating and educating the sales team by managing, motivating & leading team by providing training programs and ensuring consistent achievement of desired targets through effective communication abilities.
- I have innovative approach and quick adaptability to changing processes and trends have been my biggest assets.
- Planning of Campaigns, budgeting the activity plans and forecasting the lead requirements for the team.
- Possesses **strong communication, analytical, analysis mapping and negotiation skills**.

WORK EXPERIENCE

1. **Presently working with JODO (Fintech Organization) as Manager -Institute Sales & Partnerships.**
2. October,20 to February,23 International School of Business and Media (**ISB&M**) Pune as a Branch Head, Marketing Department for UP area.
3. November,18 to September,20 Oravel Stays Pvt LTD (**OYO**) as Key Accounts Manager in Operations and Revenue department.
4. October,15 to August,17 with Info Edge Pvt Ltd(**Naukri.com**) as Key account Manager corporate Sales.
5. September,14 to October,15 with **Ad Point Pvt.Ltd** as Asst.Manager Sales and Services taking care of their automobile clients for ATL
6. April,10 to February ,12 with **Diksha Advertising & Printing Pvt Ltd.** as Event Manager for their Corporate Clients.
7. June,09 to November,09 with (**Mail Today**) India Today Group, New Delhi as an Intern for Events in Delhi and NCR.

JODO (Fintech Organization) – Manager – Institute Sales and Partnerships (From Feb 2023 till Present)

- Responsible for Tie up with Institutes and onboard them so that we can offer the Jodo plans to the parents in the Institute.
- Negotiate and get into commercial agreements with Institutes.
- Upsell the other payment products of JODO in the Institutes on-boarded.
- To build a strong relationship with the Institute management and be their first port of call on anything to do with finances.

- Managing customer centric operations and ensuring customer satisfaction by achieving delivery timelines and service quality norms.
- Passion to learn & be a better version of oneself, self-motivated to succeed.
- Deeply care about delivering value and making an impact on customer's lives

International School of Business & Media – Branch Head U.P (Admissions) (From OCT 2020 till January 22)

- Responsible for creating awareness about the brand and PGDM programs in U.P
- Handling relationship building with CAT Test Prep centers, management consultants and freelancer admission contributors based in Assigned Territory.
- Responsible to hire & train the team of counsellors & relationship managers and to empower them for achieving desired targets.
- Responsible for generating quality applications and target admissions in PDGM Program.
- Arranging Offline and Online GD/PI for students in assigned Territory for the admission Process / Finalizing the GD/PI Venue and Dates.
- Arranging Career counselling sessions in colleges and coaching centres
- Extensive travelling in and around the assigned region for Brand Promotion.
- Devise and implemented social Media /Digital and Print Marketing strategy
- Procurement of Database from Pan India for ISB&M Branding and Admissions

Key Deliverables in other Industry

- Identifying market opportunities, developing business cases and offering successful product / services.
- Planning the annual calendar carefully with campaigns for the entire year while targeting the revenue goals.
- Team Handling, motivation and generating Sales and achieving Target.
- Coordinating with various internal and external teams.
- Understanding the current market scenario and preparing formal reports in this regard for the management.
- Creating monthly marketing plans for lead flow.
- Communicate and educate the sales and operations team on plans and outcomes for better target achievement.
- Ensuring speedy resolution of queries & grievances to maximize client satisfaction levels.
- Developing & maintaining robust relationships with clients and vendors to render fruitful results.
- Organizing Events and Webinars.
- Have knowledge for ATL and BTL marketing.
- Done Digital Marketing Campaign for few clients as well.

Significant Highlights:

- Received an award of “CRUSADER” for my hard work in Sales and Key account Manager in Naukri.com
- Introduced the company to infrastructure industry by attainment of two new clients.
- Proven general management abilities include recruiting and training staff.
- Played an instrumental role in successfully fetching election campaign of 2011 for Uttar Pradesh by Election Commission.
- Received 3 letters of appreciation for my dedication and sincere efforts towards the amelioration of the company.
- Organized 10-15 corporate events in a year with huge amount of profit to the organization.
- Efficiently undertaken projects related to various aspects of the media.
- Efficiently done the Admission Campaign 2020-2021 for ISB&M College, done various events by representing the college and done lead generation process.

ACADEMIA

- *Completed Digital Marketing Executive course from IIM Jammu.**
- * Postgraduate diploma in Events advertising PR and Marketing from NIEM, Mumbai in 2013**
- *Bachelors in Journalism & Mass Communication from Amity University, Noida in 2009.**
- *12th from Modern School, Lucknow I.S.C. Board in 2006.**
- *10th from Loreto Convent School, Lucknow I.C.S.E. Board in 2004.**

IT Skills: Proficient at Microsoft Word, Excel applications.

SUMMER INTERNSHIP

Name of Company: (Mail Today) India Today Group, New Delhi.

Duration:6 months

Description: I was in the BTL team and was an active participant in all the events from Client presentation to execution and data collection. During my tenure we had organized events for high end clients like BMW, Make my Trip, Vodafone etc.

Achievement: Appreciation letter for my hard work.

PERSONAL DOSSIER

Address:404 Fortuna Apartment, Jopling Road, Lucknow – 226017.

Date of Birth: 19th August 1987.

Languages Known: English and Hindi.