

NANCY SHARMA

Process Specialist



8 Years 0 Month



9711000724



nancysharma5038@gmail.com



Core Competencies

- Process Specialist
- Marketing Manager
- Marketing Management
- Brand Management
- Brand Positioning
- New Product Development
- Digital Marketing
- Market Analysis
- Strategic Planning
- Business Development
- Key Account Management
- Vendor Management
- Strategic Alliance



Technical Skills

- MS Office
- Salesforce,SEO



Personal Information

Date of birth **20-Dec-1988**

Gender **Female**

Address
B 115 Village Gazipur

City **Bengaluru**

Country **INDIA**



Process Specialist seeking roles in Marketing Manager,Marketing Management,Brand Management,Brand Positioning,New Product Development,Digital Marketing,Market Analysis,Strategic Planning,Business Development,Key Account Management,Vendor Management



Profile Summary

Enterprising leader with 8.5 years of experience in all aspects of marketing. I have a proven track record in implementing marketing strategies that have boosted market presence, revenue growth, brand visibility, and conversion rates. Recognized for championing successful brand turnaround strategies and product launch campaigns. I have led market intelligence activities, providing valuable insights for strategic business planning. My skills also include formulating competitive strategies for revenue generation and business expansion. In my previous role, I managed a team of 8-10 members, planning and executing marketing campaigns, analyzing data to inform decision-making, and implementing marketing automation platforms. I have also been recognized with the Best Achievement award for outstanding performance.



Education

MBA/PGDM, 2018

Subharti University DDE, Delhi

B.Com, 2015

TGOUN, Delhi NCR

12th, 2012

CBSE, English

10th, 2004

CBSE, English



Work Experience

Jan 2021 - Present

Process Specialist

Cognizant Technologies Solutions India Pvt Ltd.

Managed a team of 8 to 10 members along with Vendor Management. Streamlined and improved marketing processes to enhance efficiency, effectiveness, and alignment with organizational goals. Planned, executed, and analyzed marketing campaigns to drive lead generation, customer acquisition, and brand awareness. Analyzed marketing data to generate insights, measured campaign performance, and informed decision-making. Produced regular reports and dashboards to track key metrics and KPIs. Implemented and managed marketing automation platforms to streamline repetitive tasks, nurture leads, and improve campaign targeting and personalization. Collaborated with cross-functional teams such as sales, product management, and creative services to ensure alignment of marketing strategies and initiatives with overall business objectives. Conducted market research and competitive analysis to identify trends, opportunities, and threats. Utilized findings to inform marketing strategies and tactics. Mapped out the customer journey to identify touchpoints, pain points, and opportunities for improvement. Developed strategies to optimize the customer experience and drive customer satisfaction and loyalty. Implemented governance processes to mitigate risks and ensuring quality and consistency in marketing efforts. Provided training and support to marketing teams on new processes, tools, and best practices. Drove a culture of continuous improvement by identifying areas for optimization, implementing changes, and measuring outcomes to drive ongoing refinement and enhancement of marketing processes and strategies.

Aug 2017 - Dec 2020

Marketing Expert & PA

Central Govt. Employees Welfare Housing Organization (CGEWHO)

Implemented various Above-the-Line (ATL) and Below-the-Line (BTL) activities. Cultivated and maintained relationships with online, print, and media channels to facilitate effective marketing communication and collaboration. Formulated media plans tailored to budgetary constraints, optimized resource allocation for maximum impact. Developed comprehensive marketing reports to be presented at top management meetings, provided insights and recommendations based on data analysis. Led marketing programs aimed at both branding initiatives and lead generation, drove brand awareness and fostered business growth. Contributed to revenue growth by developing multi-channel marketing initiatives that enhanced user engagement and elevated the overall customer experience. Identified and addressed customer needs through proactive brand awareness efforts and personalized recommendations, enhanced customer satisfaction.

Aug 2015 - Mar 2016

Account Manager-Media

Vermillion Communication Pvt. Ltd.

Managed Wave Inc (comprising Wave Infratech, R M Entertainments/Wave Cinemas, and Hockey Premier League) as a client, ensured effective communication and meeting client expectations. Built and maintained relationships with online, print, and television media outlets to facilitated strategic marketing initiatives and maximized brand exposure. Liaised with advertising agencies for obtaining quotations, negotiating terms, and managing the billing process to optimize marketing investments. Administered national exhibitions and organized events, ensured seamless execution and effective representation of the brand.

Jun 2014 - Aug 2015

Client Servicing & Exhibition Manager

Mangla Stone Group

Established ambitious targets for employees to propel company success and enhanced motivation levels within the team. Achieved completion of multiple tasks within designated timeframes, ensured efficiency and adherence to deadlines.



Projects

607 Days

Haut Monde Mrs.India World Wide 2013(Magazine)

Collaboration of Shri Sai Entertainments Pvt Ltd with Haut Monde Magazine And I have done a Marketing for Haut Monde Magazine. Marketing for a Haut Monde Mrs.India World Wide 2013(Magazine).



Courses & Certifications

- TRAVEL, TOURISM & TICKETING