

# VANI SAXENA

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## SUMMARY:

An enthusiastic and highly motivated aspirant holding experience of 7 years.

Exposure to Multiple projects/accounts handling, Client Servicing, Event Management, Key Account Manager, Project management, Public Relations, Communication Management, Coordination, T.V. News channel, Writing features, ShortStories documentaries, and fiction.

Competent to understand the demand of Market work and deeply committed to achieving excellence driven by genuine passion for whatever I do.

Carrying a Professional attitude with positive thinking that helps in taking apt decisions.

Working in an environment driven by timelines, handling deliverables with a view of providing output with high accuracy and quality that shows intense credibility.

## ACADEMIC QUALIFICATIONS:

Degree/Course	Institute/College	Year of completion
Digital Marketing	Delhi Institute of Digital Marketing	2021
PGDM in Marketing Management-Online	Welingkar University Mumbai	2020
BJMC	Kasturi Ram College-I P University College.	2013

## SKILLS:

- Basic Proficiency with M.S Office (Word, Excel, PowerPoint)
- Awareness of customer needs.
- Fostering more impactful and clear communication
- Actively contribute to collaborative success
- Ability to swiftly acquire new skills and apply them effectively.
- Leveraging diverse perspective for optimum result
- An energetic and ambitious approach toward tasks.
- Situational leadership
- Excel in articulating complex ideas.
- Smart worker and self-motivated
- The ability to connect with strangers and build relationships.
- Strategic thinking skills with knowledge of Agile
- Project management(non-tech), Marketing, Negotiation, Leadership, Event Management, Multiple Project handling together, Key Account Management, Client Servicing, Communication Management, Coordination, Team Player, Microsoft PowerPoint, excel, word, Digital Marketing, and SEO Projects.

**INTERNSHIP:**

Organization	Description	Duration
Nav Bharat Times	Worked as an intern and freelancer with Nav Bharat Times in reporting, got a chance to on the field as a journalist for Times Of India, and translation of English into the Hindi Language for the newspaper.	1 Month
Ayur Living India	Worked with Ayur Living India in requirement gathering, feed collection, A.V packaging, conducted reporting sessions, conducted and executes successful interviews of celebrities, handled pre and post-production activities, handled camera team for appropriate shoots, crew members in hosting shows, collected vox-pops and anchor shows successfully	2 Months

**PROFESSIONAL QUALIFICATION:****Assistant Manager/Key Account Manager at Pride India (February 2024-Currently working)**

- Audit of the stock & inventory, Shipment and billing reports.
- Daily interaction with the vendors and facility managers sitting in the US warehouses. Kentucky, Erlanger, LV and Easton PA to take daily stock and billing updates.
- Works as a communication and client servicing specialist by managing multiple key accounts for the company.
- Liaison between the clients and the company. Weekly interaction between the clients to ensure the work is going fine and fetch whatever in the pipeline.
- Sound understanding of project timelines, SLA adherence, problem-solving, deadlines, and timely deliveries by collaborating closely with teams.
- Manage the Day Of implementation/Onsite team. Strong ability to lead and manage Lead cross-functional teams ranging from 4 to 8 members.
- Organizing and executing projects/key accounts successfully by keeping strong coordination and communication.
- Organize team building activities and surveys to ensure everything is going fine. Strong ability of team, accounts and, scope and change management Managing with the team by taking care of Scope, time, money, and resources and offering constructive feedback to team members, fostering continuous improvement.

**Assistant Manager- Project Management at RnF Technologies (September 2021- December 2023)**

- Being the liaison & FPOC between the client and the organization, managing all the Communications with clients. Planning, Supporting team in the project execution.
- Sound understanding of project timelines, SLA adherence, problem-solving, deadlines, and timely deliveries by collaborating closely with teams.
- Troubleshoot potential issues to ensure the customer's success of the campaign. -Take charge of end-to-end project management, coordinating and guiding cross-functional teams to successful project execution.
- Manage several concurrent projects of differing sizes and complexity maintaining internal processes Focus on Operations and - Client Interaction Managing multiple international clients' accounts by meeting their expectations smoothly.
- Sound knowledge of take holder management, client management, budget management, change management and client interaction.
- Managing with the team by taking care of Scope, time, money, and resources and offering constructive feedback to team members, fostering continuous improvement.
- Manage the Day Of implementation/Onsite team. Strong ability to lead and manage Lead cross-functional teams ranging from 4 to 8 members, employing advanced data modeling and agile methodologies for analysis.
- Organizing and executing projects successfully by keeping strong coordination and communication.
- Demonstrate a strong understanding of resource allocation concepts Identify and define product improvements and enhancements as they pertain to client needs and overall deployment.

**Sr. Executive Business Development at Cobold Digital (February 2021 - May 2021)**

- Manage Communications with clients via calls, emails.
- Making strategies for business growth
- Social media – LinkedIn posts, FB Posts
- Managing Newsletter
- Coordinating, and managing relations with clients and internal teams.

**Client Servicing Manager – Techtronics (May 2018 – January 2021)**

- Handled Communications, CRM, and coordination with existing clients and used to take care of creatives.
- Worked closely with the BD team to assist them in the projects.
- Successfully Handled events – ATL and BTL activities
- Planning and execution of the event (right from start till the end)
- Act as a liaison between supplier vendors and customers to quote, order, and manage event specific materials.
- Handled marketing segment for all the branches.
- Used to take care of collaterals (catalog, brochure, coffee table, etc.) campaign management, strategy, and ideation.
- Daily communication/ interactions with customers
- Coordinating within and outside (with ad agencies, domain agencies, printing firms, and Print media) the organization.
- Handled website with the Retail part of the organization.
- Social Media (Instagram and Pinterest)
- Public and Media Relations + Coordination
- Handled Communications with vendors.
- In-person meetings with fresh and existing clients for the growth of the business
- Handled their Social-Media (Facebook, Instagram, and LinkedIn from making creatives to posting)
- Maintained the database of the company.

#### **Client Servicing Manager – OGM Events (project basis)**

- Managed end to end events for the clients like Mobikwik, Paytm, Shuttle, AAI Tak, 10 Digi, etc.
- Handled Communications, team, stage, creatives, human resource, budget, schedules, and CRM.
- Serve as a point of contact for the customer on a single or multiple events, ranging in size or complexity.
- Act as the point of contact in managing all planning and Day Of aspects of the event through heavy engagement with the customer.
- Worked closely with the BD team to assist them in the projects.
- Successfully Handled events – ATL, BTL events/activities and online campaigns

#### **Sales/Relationship Manager – Enrich Data Services**

- Managed communications for the organization.
- Being in sales our motive was to achieve sales targets and build up a good relationship between the organization and the existing and fresh clients.
- Develop new customer relationships adhering to set guidelines of Relationship Manager cum Client servicing manager & Business Development.
- Interaction with customers, brand teams, and respective agencies to achieve business objectives/goals. Report of existing and future brand relationship database.
- Perform with technical Lead to convey customer needs, establish priorities, and manage internal database performance of delivery resources. Maintain and manage regular contact and follow-up with customers.
- Used to provide training to the team members to be a strong tool for Sales and Communication, supervising/guiding them from time to time to upgrade to make them survive in the market and generate revenue for the organization.

#### **FREELANCING**

- Managed various corporate, wedding events, and singing concerts.
- Worked as a P.R Executive in a Fashion and Textile Magazine,
- Worked as a fashion consultant and stage manager in **RAMOJI FILM CITY Hyderabad for Shootout at Lokhandwala.**
- Acted in various documentaries and Street Plays,
- Given voice-over in AIR and RADIO MIRCHI.

#### **ACCOLADES**

- Performing in singing, dancing, drawing (painting), debate, and speech competitions since school time.
- Winner of 100m SPRINT in College, have been participating and winning different Sports Events and athletics.

#### **PERSONAL DOSSIER:**

Languages: English, Hindi

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