



ISHEETA NAGAR

Marketing, Events & Business Development

OBJECTIVE

To work in an organization which gives me ample opportunity to showcase my talent and in turn whatever I do, I ensure that I do it in the best possible, effective and an ethical manner.

CONTACT



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Uttarakhand



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SKILLS

Active Listening

Complex Problem Solving

Creative Business Presentations

Organizational Skills

Active Learning

Technical Competency

Flexible

Interpersonal Skills

Logic

Innovative Thinking

Profile Snapshot

- Enthusiastic and result focused professional, essentially seeking a Challenge.
- An energetic self-starter with aptitude to effectively handle multiple priorities in a fast-paced and time sensitive environment.
- Proficient in interfacing with different departments for executing the sales and enhancing the overall efficiency of the organization.
- An effective communicator and a quick learner with zeal to utilize and enhance ideas, knowledge and skills.
- Deft in interfacing with clients for understanding their requirements and suggesting the most viable solution and cultivating relation with them for customer retention.
- A comfort in interacting with people across hierarchical levels for successful completion and delivery of assigned projects.
- Adept in handling overall functioning and processes and implementing processes in line with the guidelines.
- Patient and insightful with natural man management skills and proven ability to work independently as well as in team settings.

EXPERIENCE

May 2019 - **Assistant Marketing Manager**
Present *Ambience Mall*

- To coordinate with brands for all their marketing related requirements in terms of an event, promotion, branding, BTL, online, etc.
- In mall brands tie ups for mall events. Tie up can be done against products or vouchers for distribution among our customers through contests or campaigns.
- Communicating our campaigns & events to brands & ensure their participation.
- Ensuring that every event or activity is executed smoothly as per mall standards.
- To generate revenue by renting out the advertisement & promotion spaces available in the mall.
- Generate new ideas on how to increase revenue from existing space.
- Liaise with internal tenants & various external clients to maximize revenues
- Conceive and develop innovative mall activities/campaign.
- Managing events & shoots
- Concept, planning and implementation of all event initiatives
- Collaborating & coordinating with internal digital/creative/social media team
- Overview & Maintenance of website and its data analysis
- Maintaining digital mall directory & coordinating with its vendor
- Overview, Maintenance & updating mall App.
- Coordinating with other departments to ensure smooth functioning of given task.



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Jan 2017-
Feb 2019

Freelancer

*Business Development, Marketing, Sales
and Event Coordination*

Business development for Paper Plant Pvt. Ltd

- Acquiring new customers and maintaining relation with existing ones
- Following up new business opportunities and setting up meetings
- Creating and delivering high-impact presentations
- Logistic Management

Marketing, Sale and Event Coordination for Phantasm Events and Leading Edge India

- Planning and execution of event marketing strategy
- Sales strategy for event tickets
- Event Posters and Communication material designing
- Handling Digital Marketing and Social Media
- Getting sponsors for the events
- Orchestrating a full range of logistical components for

Apr 2015 -
Dec 2016

Assistant Manager

EsselWorld

- Oversee the operational and organizational standards of the store as well as implement the marketing, advertising and financial strategy dictated by upper management.
- Maintaining the overall culture of the center and to ensure the staff also represents and embraces the center culture and goals.
- Assist Center Head in managing the store's employees, including hiring, firing and performance evaluation.
- Scheduling and assigning duties and responsibilities to center's (operations & sales) employees
- Generate and review daily sales report and present it to Center Head
- Maintain and monitor center inventory
- Ensuring great customer service
- Ensure that the center is clean, safe and presentable for customers
- Build alliances and partnerships with other organizations.
- Ensure all legal and regulatory documents are filed and monitor compliance with laws and regulations.
- Coordination with head office other departments like Business Development, Marketing & Sales, HR, IT, Accounts, Treasury, etc.
- Provide necessary inputs in making strategy for marketing, sales and promotion activities and ensuring the implementation of the same.

LANGUAGE

English

Proficient

Hindi

Proficient

EDUCATION

June 2013-
June 2015

MASTERAL DEGREE

M.B.A Finance
S.M.U

June 2011-
June 2013

MASTERAL DEGREE

M.A Economics
HNBGU

June
2008-
May 2011

BACHELOR DEGREE

B.Com
HNBGU

Apr
2007-
Apr 2008

HSC

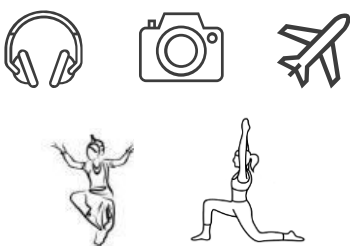
Commerce
C.B.S.E

Apr
2006-
Apr 2005

SSC

Commerce
I.C.S.E

INTERESTS





ISHEETA NAGAR

Marketing, Events & Business Development

Feb 2014 - Mar 2015 **Operations & Marketing Executive**
High Octane Amusement Ltd.

- Oversee daily office operations.
- Handling cash.
- Manage inventory and order supplies.
- Maintaining and recording vendor payment list.
- Recording all details related to cross-promotion and tie-ups.
- Handling Guest query and taking Feedback.
- Greet and assist customers as necessary when other sales associates are busy
- Handling In-house sales and marketing activities.
- Organizing birthday party, corporate and group bookings.
- Held monthly employee meetings to give information and take feedback.
- Review incoming job application and resume.
- Prepare employees attendance sheet and salary statement.

Feb 2009- May 2011 **Executive Operations & Admin**
Page Three Newspaper

- Oversee daily office operations.
- Handling petty cash.
- Maintaining vendor list.
- Maintaining and recording data.
- Daily uploading e-newspaper on website
- Maintain computer and manual filing systems
- Maintain contact list
- Prepare and monitor invoices
- Coordinate office procedures
- Reply to email, telephone or face to face inquiries
- Coordinate repairs to office equipment

INTERNSHIP

- Six Month internship with Citi Financial as Tele Caller in Personal and Home Loan Department.
- Undertook three months training program as a Dealer in Arcadia Share and Stock Broking Pvt. Ltd.

ACHIEVEMENTS

- Got promoted at every organization
- Sold vouchers worth Rs.5 Lac at once
- Along with team achieved the sales target of Rs.1 crore in 2 months
- Achieved the individual target of doing 30 birthday parties in a month
- Record holder at India Books of Records for completing 15 treks in 20 days (2017)

EVENTS

Mr. & Miss Uttarakhand 2009
Soft Fashion Show 2010
Soft Fashion Show 2011
The Indian Luxury Expo 2014
Birthday Party Events
Wedding Events
Corporate Events
Downtown EsselWorld
Inaugural Event 2015
Downtown EsselWorld 1st
Anniversary 2016
Night Fever Jungle Party 2017
International Yoga Day Event
by Fans of Future 2017
Night Fever Jungle Party 2018
International Yoga Day Event
by Fans of Future 2018
Diwali Extravaganza Fashion
Show 2018
New Year Camping Party 2019
Midnight Madness NYE Bash
2019

ADDITIONAL ACTIVITIES

- 5 Years Certification in Bharatnatyam
- Have been an active volunteer and fundraiser of Helpage India at school
- Active participant in performing arts, cultural and sports activities
- Basic Yoga course