

# Priyanka Jaiswal

**Sales | Marketing | Content Writer**

E-mail: priyankajaiswal248@gmail.com, Phone: +91- 7042474077

## PROFESSIONAL SYNOPSIS

- Enthusiastic strategist with 7+ years of professional experience in highly innovative and globally diverse environments in Hospitality, NGO, Education, Marketing & Advertising, IT and ITES industries.
- Experienced in Sales development, Operations, Content management systems (CMS), Client relationship management (CRM) & Marketing.
- Conceptualized community building platform to engage customers and nurture loyalists.
- An effective communicator with excellent relationship building & interpersonal skills. Strong analytical & problem solving abilities. Own a flexible & detail-oriented attitude.

### Core Competency:

Business Development  
CSR Consulting & Fundraising  
Community Marketing

Marketing Strategies  
Digital Marketing  
Content Marketing

## EXPERIENCE DETAILS

### New Tech Consultants, New Delhi

### Business Development Consulting, July 2020-Present

- Build and maintain relationship with key Government stakeholders at local levels of Government.
- Engage with ULBs, RWAs, Hotels, Hospitals & Industrial clusters to identify business under the "Swachh Bharat Mission" guidelines.
- Liaison / Communicate with government authority / body on policy matters for Solid Waste Management.

### Sutra Tech Labs, Gurugram

### Community Marketing Manager, May-Sep 2019

- Content Management-organised, categorized and published content to guarantee high quality.
- Content Creation, Curation & Moderation of published content on the platform.
- Community Product development-features, customer engagement points & execution for StyleSpot.
- Ideation & development of website portals and social media pages to promote client businesses.
- Leveraged professional relationships to develop new business opportunities.
- Developed and implemented campaigns for email, online advertising, search engines and direct mails.
- Contributed ideas to concept development, strategic planning and business operations.

### Kunskapsskolan Schools, Gurugram

### Marketing & Admin. Assistant, Jan-Oct 2018

- Executed marketing campaigns on appropriate channels to increase awareness and conversions.
- Developed campaigns and specific marketing strategies for school events.
- Coordinated social media management and PR to implement brand's campaign and generate leads.
- Contributed towards Sales to enhance Admissions.
- Coordinated administrative activities across departments ensuring a consistent smooth flow of operations.
- Managed & monitored CRM on Lead-squared for marketing & sales
- Demonstrated exceptional Front facing communication with Parents & Clients
- Planned and lead "After School Activity Club" & "Summer Camp 2018".
- Vendor Management-Selection, On-boarding, Payments.

- Acquired new financial supporters, retained and increased donations from existing clients.
- Strategically implemented effective fundraising in direct marketing channels.
- Business development through Corporate Partnerships, HNIs & Individuals.
- Executed direct marketing plans for fundraising to achieve goals by developing strategies.
- Serviced donor communication with beneficiary updates through CRM in defined channels & timeliness.
- Sourced & recruited volunteer teams from Colleges & Schools across Delhi NCR.
- Lead volunteer teams on research, business development & awareness programs.
- Executed awareness events on sustainable development leading to engagement & revenue generation.
- Serviced existing Client's employee engagement activities to amplify their participation.
- Developed & updated database on CSR partners & policies.
- Content creation on TAPF updates announcements & achievements.
- Planned & executed marketing campaigns to drive awareness on Social Media channels.

**Hotel Ramada Plaza, Varanasi****Marketing Deputy Manager, April 2010-Mar 2015**

- Planned & executed Annual marketing plan to budget; with the GM, F&B, and Operation teams.
- Partnered with Operations, F&B and Sales teams to execute promotions and campaigns to target in-house guests that drive incremental revenue.
- Liaison between the marketing department and advertising agency on the tactical advertising campaigns' creative and media plans, particularly for F&B promotions.
- Executed email marketing, and display advertising.
- Facilitated social media engagement and updated content in local digital channels.
- Developed & executed promotional campaigns in F&B, weddings, spa, rooms and conferences on relevant digital and social media channels.
- Engaged in proactive online reputation management by surfacing relevant guest comments (positive or negative) and responded accordingly.
- Wrote and distributed all press releases for property events, promotions, and outlets.
- Managed the execution of hotel sponsored events, community/government relations activities, and press promotional activities.
- Coordinated and executed Hotel and F&B print materials.
- Controlled quantity and inventory of all Hotel marketing collateral and verified copies.
- Managed the execution of F&B direct marketing activities.
- Tracked competition and its collateral, advertising, and marketing efforts and constantly evolving digital and marketing trends.

**QUALIFICATIONS & CREDENTIALS**

- Master of Business Administration 2007-2009 in Marketing & Finance, Indian Institute of Planning & Management (IIPM) Bangalore.
- Bachelor of Commerce 2005-2008, School of Open Learning, Delhi University
- Bachelor of Business Management 2004-2007 in Marketing, Infinity Business School, New Delhi.
- High School 2004 in Commerce, MGD School, Jaipur
- French A2 level certification, Alliance Française du Bengale.

**ACHIEVEMENTS**

- Awarded with "Certificate of Excellence 2014 for Achievers in Marketing at Hotel Ramada.
- Part of Feed the future Campaign launched on World Hunger Day-May 2017 by Akshaya Patra Foundation

**PERSONAL DETAILS**

- |                 |   |  |
|-----------------|---|--|
| ▪ Date of Birth | : | 24 <sup>th</sup> August, 1984            |
| ▪ Gender        | : | Female                                   |
| ▪ Languages     | : | English, Hindi, French, Punjabi, Bengali |