



SALONI MANGLA

MARKETING PROFESSIONAL

PERSONAL PROFILE

Extremely motivated to constantly develop my skills and grow professionally. I am confident in my ability to pursue my post graduate in order to fulfill my ambition of becoming the communications specialist.

SKILLS :

PROFESSIONAL SKILLS

Management	<div></div>
Design	<div></div>
Content	<div></div>
Digital marketing	<div></div>
Photography	<div></div>
Marketing	<div></div>

WORK EXPERIENCE

Shobiz Experiential Communication, Deputy Manager

JULY 2019 - PRESENT

- Working with concept and operations in order to deliver brand specific plans.
- Planning and preparing presentations as well as pitching the same to the client.
- **VIVO:** With vivo I have worked on END to END execution for their S1 launch, V17 pro and IQOO activation. I handled most of the communication with the clients directly until the delivery of the event. Also, getting artists if required for the event.
- Executing the events on ground and making post event reports.
- **Google :** With google, I have worked on multiple pitches and was a part of the execution team for crafted india event.
- Executed and participated in **Microsoft area kickoff.**
- Recently, Working on digital events. I was a part of **Vivo X50** execution to final launch post production.
- Currently, pitching pro - actively to clients with ideas that can help them shape their marketing needs.

Percept Ltd, Experiential Executive

JANUARY 2019 - JULY 2019

- Searching new clients through various mediums and meeting them in order to get new business.
- Prepared presentations for prospective clients
- Executed existing events on ground events like Miss india 2018 (North zone)
- Spice jet internal event, handled backstage and artist.

EDUCATION

- JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL, VASANT KUNJ

BACHELOR OF JOURNALISM AND MASS COMMUNICATION - 2015 - 2018

- NATIONAL PUBLIC SCHOOL , NARELA (DELHI)

HIGHSCHOOL - 2013 - 2015

- RED ROSES PUBLIC SCHOOL , SAKET

ELEMENTARY SCHOOL - TILL 2013

CONTACT



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Wings Brand Activations, Client Servicing Executive

JUNE 2018 - JANUARY 2019

- Learnt how to approach new clients and convert business.
- Conceptualising new experiences in order to achieve the clients requirements in the activations sector.
- Executed existing activations and handling manpower, also working alongside on pitching to new brands.

INTERSHIPS

Thot Media, Marketing Intern

JANUARY 2018 - FEBRUARY 2018

- Worked as a marketing intern on a Skylympics 2018 sports project with THOT media.
- Daily activities involved coordination with clients and going for meetings on site.
- Checking on the event collaterals and working with operations to execute everything smoothly.
- Also, working on MICE for the participants and taking care of the registrations and soughting the teams.

Times Internet, Sales and Event Intern

JUNE 2017 - AUGUST 2017

- Worked as a marketing sales and event intern with speaking tree at times internet.
- Daily activities involved coordination with clients and being part of team meetings.
- Calling prospective clients for the events organised by speaking tree for spiritual well being.
- I learnt Data mining as part of my training.

India Today, Media Intern

DECEMBER 2015 - JANUARY 2016

- As a media intern i worked with the education department of India today.
- I curated and proofread content for the videos made for education purposes.
- Also, acted for their web series on school students.