

AYUSHI SHARMA

Shastri Colony Mamraj Garden Katni (M.P.) · 9573110053
ayushisharma206@gmail.com | www.linkedin.com/in/ayushi-sharma-b8abb7167

To work with best of my abilities and skills in order to benefit my organization to be better than other in this competitive time and obtains an influential position with the team effort and my positive attitude and performance

WORK EXPERIENCE

APRIL 2021-PRESENT

DIGITAL MARKETING INTERN, **REPORTS INSIGHTS CONSULTING PVT LTD**

Responsibilities-

- Learning basic SEO strategies (keyword research, link acquisition, and on-site optimization).
- Understanding Google Analytics, Google Webmaster Tools, Advanced tools for SEO Research & Analysis, Directory listing, Sitemap building and submit, original material and content.
- Competitive analysis for other popular brands Companies.
- Working on link Submission, working on & off-page, site analysis.
- Improving Meta data across older articles and services.

DECEMBER 2020-MARCH 2021

ADMISSION COUNSELOR, **UPGRAD EDUCATION PVT LTD**

Responsibilities-

- Responsible to manage & convert leads for versatile programs which are in collaboration with renowned Universities/Institutes.
- Providing in-depth information to prospective learners, this includes counseling through phone, email, chat and social media.
- Identifying references through the existing customer base to increase the sales pipeline.
- Responsible for adherence of the inside sales process, tools and data management.
- Handle Objections and Price Negotiation in order to generate Sales Revenue.
- Maintain effective communication till the time learner is on-boarded.

APRIL 2019-OCTOBER 2020

STUDENT RECRUITMENT ADVISOR, **GUS EDUCATION INDIA**

Responsibilities-

- Primary contact for prospective students by providing on-going communication and counseling.
- Recruit applicants from various international/domestic markets to one of the institutions, both at college, undergraduate and graduate levels.
- Advises students about admission and program requirements for undergraduate, diploma, and graduate programs.
- Make calls to prospective students who have expressed an interest in attending one of the

institutions.

- Counseling and consulting students throughout enrolment process through e-mail and phone. - Managing student applications from original enquiry through to payment.
- Managing a company-generated CRM (Sales force) database of inquiries and leads, recording all conversion activity, contact details, profiles, contact history, decisions and outcomes.

AUGUST 2018- DECEMBER 2019

KEY ACCOUNT MANAGER, QUIKR INDIA PVT LTD

Responsibilities-

- Developing and sustaining solid relationships with key clients that brings in the most income for the company.
- Addressing and resolving key client's complaints.
- Acting as the main point of contact between key clients and internal teams.
- Developing a thorough understanding of key clients' needs and requirements and preparing customized solutions.
- Negotiating contracts with key clients and meeting established deadlines for the fulfillment of each client's long-term goals.

EDUCATION

2016-2018

MASTER OF BUSINESS ADMINISTRATION (MARKETING), OSMANIA UNIVERSITY

WITH AGGREGATE OF 65%

2013-2016

BACHELOR OF SCIENCE (BIOTECHNOLOGY),

RANI DURGA VATI VISHWAVIDYALAYA WITH AGGREGATE OF 68%

ADDITIONAL SKILLS

Keyword Research, Google Analytics, On Page Optimization, Off Page Optimization
MS Excel, MS Word, MS PowerPoint

CERTIFICATIONS

Certified by Google Digital Garage- The Fundamental of Digital Marketing

Internship Certificate by Digladder- Digital Marketing Internship (April12 –May12 2021)

DCA (Diploma in Computer Applications)

DECLARATION:

I hereby declare that the above statement is true to the best of my knowledge and believe.

(Ayushi Sharma)

Place- Hyderabad

Date-