

RICHA SHARMA

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Richa Sharma

I am submitting herewith my resume for your perusal and consideration for the post of International Business Development in your organization.

Review of my credentials will indicate that I am qualified individual **Masters in Business Administration (Marketing & IT) from Amity Business School**; equipped with the knowledge of **Marketing, Business Development, Digital marketing, Google Adwords, Google analytics. Currently working with Intesols Australia Pvt Ltd as a Digital Marketer and E-commerce professional.**

Have visited USA for a month on a project from Smartsign Designs (Previous company). The project included introducing new product lines, revising the existing products and vendors, know the buying behavior and also to revise the our and competitors' pricing.

I am seeking a challenging job in the field of E-commerce and Marketing that would synergize my skills and knowledge with the objectives of the organization.

Being a dedicated and focused individual, I am determined to add value to the organization I work for, through my exceptional knowledge and learning ability.

To describe myself in a nutshell, I am systematic, organized and hardworking; ready to take up any challenge of life abreast with the latest trends and a team player with excellent communication skills.

My basic objective is to hone in my skills for comprehensive personality development and be an epitome of trust and reliability in the corporate world. My prime goal is to understand professional environment and capitalize on opportunities.

I'd appreciate the chance to meet with you in person to discuss as to how I could be a vital part of your organization.

Thanking you,

Yours sincerely,

Richa Sharma

RICHA SHARMA

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OBJECTIVE

*Seeking a position in an organization that provides me ample opportunity to explore & excel in the field of **Marketing** while carving out the niche for personal, professional as well as organizational goals*

SUMMARY OF SKILLS

- Qualified individual with **Masters in Business Administration ((Marketing & IT) from Amity Business School; currently spearheading as a Digital Marketer and Ecommerce Professional in Intesols Australia.**
 - Understanding of **Marketing, Business Development, Digital marketing, Social Media marketing, Content Writing, SEO, Google Adwords, Competitor Analysis, Google Analytics, Team leader.**
 - Possess keen business acumen in analyzing and understanding website requirements, customer-value maximization and developing new business processes and revenue streams.
 - **Well developed communication skills**, verbal as well as written coupled with good presentation skills.
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PROFESSIONAL EXPERIENCE

INTESOLS PVT LTD

Digital Marketer

- Web Analytics and Adwords.
- Develop social media strategies and email marketing.
- Upload and update products on website using Magento.
- Competition Analysis.
- Developing the content for the website in the form of Blogs and Newsletters (Available on request).
- Take decisions on which website pages to stop, create or promote.
- Using Google Analytics, Adwords and Webmaster extensively.
- Work with Clients and coordinate with their requirements.

SMARTSIGN DESIGNS PVT LTD

July'13-Dec'15

Product Manager

- Analyzing websites and execute seo/ sem marketing strategy, email, social media display.
- Doing a market research for new product development and track it's success after development.
- Take decisions on which website or website pages to stop, merge or add new product line.
- Measure the performance of all the campaigns.
- Plan and execute the conversion variables and measure them.
- Creating and maintaining social media channels.
- Tracking the website traffic and making decisions.
- Developing and managing the content of the website.
- Updating the prices as per vendors and competitor research data.

RICHFEEEL CENTER

Dec'12 – May'13

Center Manager/ Sales Manager

- Updates on social media websites through company's account.
- Designing catalogs & brochures for exhibitions & seminars.
- Complete planning of any events & followup of PR related work.
- Promotion and coordination work for exhibitions or trade shows.

- Generating new enquiries through email campaigns, marketing activities etc.
- Selling products through email marketing & online promotion & advertising.
- Sending packages and following up with the existing customers for newer product additions.
- Salesmarketing reports analysis & marketing research.
- Generating new leads & connections.
- General Admin, HR related work with team management.

MAHATTA MULTIMEDIA PVT LTD

May'12 – Nov'12

Management Trainee

- Managed relationship with various corporate clients while promoted leasing services
- Interacted with Marketing Heads of company's to understand their marketing strategies while offered customized leasing solutions
- Conducted meetings & presentations while educated clients about the importance of leasing & its benefits to their organization against Out Right Purchase/ Loan based through thorough analysis

EDUCATIONAL CREDENTIALS

Masters in Business Administration ((Marketing & IT), 2012

Amity Business School; 6.8 CGPA

Bachelor of Business Administration, 2010

Rajasthan University; 59.6%

Intermediate, 2007

C.B.S.E; 76%

Matriculation, 2005

C.B.S.E; 63%

Technical Skills

Windows 98/XP/7, MS Office and Internet Applications

Summer Internship

- "To assess the need of promoting ONGC as a Green Brand" at ONGC.
- "Comparative analysis of ULIP and Mutual Funds" at ICICI Prudential Pvt Ltd.

Extra curriculum Accolades

- Credential of being Student Coordinator of "Corporate Resource Center" Amity Business School.
- Have lead few house events in "TRENDS - 2011" the annual management fest in Amity Business School (Noida).
- Successfully coordinated and organized 'Abhivyanjana'(2009) district level management fest in J.I.E.T.
- Won 1st prize the group dance event during resonance 2nd march 2008.
- Awarded for securing more than 75% in 12th in 'Gaur Sammelan'.
- Participated in inter school dance competition 'Srijan- 11th June 2000' and won 1st prize.

Date of Birth: 31st October 1989

References: Available on Request