

AYUSHI SHARMA

MASTER OF ARTS

A Passionate & Persistent Individual, with a qualitative experience backed by Honors and Masters degree from a premier University of Delhi. Concept creator in Media Marketing and carry out creative event management skills, seeking a full-time position in the field of retail and marketing. While developing strategies that drive products to success contains the challenge to keep me on my toes.

MANAGEMENT SKILLS

Creative Design Strategy, Branding, Event Management, Content Marketing, Social Media Marketing, B2B Marketing, Problem Solving, Creative Entrepreneurship, Traditional Art Skills

SOCIAL SKILLS

Communication Skills, Organizational & Writing Skills, Customer Engagement ,Creative Thinking

INFO & CONTACT

Date of birth: 04.12.1995

Gender: Female

Age: 22

Phone number: 9654541184

E-mail: ayushi41295@gmail.com

Languages: English, Hindi

Citizenship: INDIA

EXPERIENCE

CREATOR AND DESIGNER

Bloomishly (July 2017- Present)

Developed a social media strategies to increase social following & awareness

Design and develop branding concepts and viral campaign for the company's products.

Market research for an innovative new product line for clients of different ages and occasional requirements.

Handling the company's online presence – regularly updating the company's website and various social media accounts.

Daily Examining product quality and packaging along with the shipping, returns and expenses.

RECRUITMENT, BRANDING AND MEDIA MARKETING HEAD

Letstrike (Sep 2016- April 2017)

Worked closely with the Board of Directors. Helped supervise the junior artistic writers.

Recruited artistic and technical personnel & delegate daily work & article writing practices.

Gather client requirements & conceptualize them to propose innovative design & ideas. Prepared Power point presentations.

Included in creating promotional materials for various brand campaigns. Communicate for multiple events & projects with various teams.

Reviewed various articles and other working documents to ratify plagiarism.

SOCIAL MEDIA MARKETING

TSC Asia (THE SPORTS COMPANY) Jun 2015 - Sep 2015

Worked with the soccer community (A UEFA Licensed Coaches Clubs) to provide guidance and support.

Developed plans to train members and team management.

Handling corporate sponsorships and collaborations with best universities in the world.

Handled the company's online presence – regularly updated the company's website and various social media accounts

Monitored ongoing marketing campaigns and website content.

EDUCATION

Faculty Of Arts, University of Delhi

2017-2019
M.A Political Science

Shaheed Bhagat Singh College, University of Delhi

2015-2017:
B.A (H) Political Science

Blue Bells Model School, Gurgaon

2012-2014:
HSC

CERTIFICATIONS

UNITED NATIONS (UN) DECADE OF SUSTAINABLE ENERGY FOR ALL 2014-2024

Certified for Short Term Course study in Sustainable Energy

CONTENT WRITER AND SOCIAL MEDIA INTERN - CREATIVE ARTICLE WRITING

Crybytes (Mar 2015 - June 2015)

Wrote for marketing materials promoting teach and educational assessments, resulting in increased leads in readers.

Conducted extensive research to learn about the products in order to write about them in an informative, interesting manner to pique customers' interest

Helped to generate story ideas at the weekly Editorial meetings and performed various editorial and research tasks that assisted in the production of the media and news section.

EVENTS

Chanakya - Annual Fiesta (DU) 2017, Coordinator

National Seminar - Changing Dynamics of Foreign Policy (DU) 2017, Coordinator

Chanakya - Annual Fiesta (DU) 2016, Coordinator

International Seminar - Federalism (JNU) 2015, Coordinator