**A Y U S H I S H A R M A**

**M A S T E R O F A R T S**

## 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.

**M A N A G E M E N T S K I L L S**

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

**S O C I A L S K I L L S**

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

**E X P E R I E N C E**

**I N F O & C O N T A C T**

Date of birth: 04.12.1995 Gender: Female

Age: 22

Phone number: 9654541184

E-mail: [ayushi41295@gmail.com](mailto:ayushi41295@gmail.com) Languages: English, Hindi Citizenship: INDIA

**C R E A T O R A ND D E S I G NE R RECRUITMENT, BRANDING AND MEDIA MARKETING HEAD**

**B l o o m i s h l y ( J u l y 2 0 1 7 - P r e s e n t )**

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.

## **L e t s t r i k e ( S e p 2 0 1 6 - A p r i l 2 0 1 7 )**

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.

## **S O C I A L M E D I A M A R K E T I N G**

**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.

## **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.

# E D U C A T I O N

## **Faculty Of Arts, University of Delhi**

2017 - 2019

M. A Political Science

**Shaheed Bhagat Singh College, University of Delhi**

2 0 1 5 - 2 0 1 7 :

B. A ( H ) Po l i t i c a l S c i e n c e

## **B l u e B e l l s M o d e l S c h o o l , G u r g a o n**

2 0 1 2 - 2 0 1 4 : H S C

**E V E N T S**

## **C h a n a k y a - A n n u a l F i e s t a ( D U ) 2 0 1 7** , C o o r d i n a t o r

**N a t i o n a l S e m i n a r - C h a n g i n g**

**D y n a m i c s o f F o r e i g n P o l i c y ( D U ) 2 0 1 7** , C o o r d i n a t o r

**C h a n a k y a - A n n u a l F i e s t a ( D U ) 2 0 1 6** , C o o r d i n a t o r

**I n t e r n a t i o n a l S e m i n a r - F e d e r a l i s m ( J N U ) 2 0 1 5 ,** C o o r d i n a t o r



**C E R T I F I C A T I O N S**

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

Certified for Short Term Course study in Sustainable Energy