



# SHRUTI MISHRA

Marketing & Business Development  
Enthusiast...

## CONTACT DETAILS

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## PROFESSIONAL SKILLS

Business Acumen  
Marketing & Business Development  
Business Planning & Operations  
Business Continuity  
Market Research & Analytics  
E-commerce  
Liaisoning & Networking  
Stakeholder Engagement  
Vendor Management  
Relationship Management  
Customer Experience

## PERSONAL ATTRIBUTES

Enthusiastic, creative and lead by  
example  
Demonstrated ability to meet  
deadlines and objectives  
Adaptability to change  
Ability to leverage technology  
Calm under pressure  
Meticulous attention to details  
Multi-tasking  
Effective Communicator

## PROFILE SUMMARY

- An enthusiastic, highly motivated professional, with inclination towards Marketing & Sales, have excellent customer service & time management skills
- Adept in building and maintaining relations with key decision makers, establishing large volume, high profit accounts with excellent levels of retention and loyalty
- Demonstrated ability in achieving business objectives month-on-month and position organization for long-term profitability
- Excellent understanding of the dynamics of Sales and Business Development to promote growth & sustainability

## EMPLOYMENT SCAN

### **ARTIUM ACADEMY PVT LTD**

#### ***Senior Executive-Customer Experience, since Nov 2021***

Here, I am accountable for spearheading aggressive business growth initiatives along with end-to-end client servicing

- Managing pre sales call, scheduling classes, demo handling-rescheduling, etc.
- Conceptualizing & implementing competitive strategies for business developing and expanding market share & brand awareness
- Drive sales through effective planning & communication, converting leads into business
- Managing customers expectation, resolving queries and offering them the best possible alternatives
- Cross-functional collaboration with teams across the organization for smooth percolation of business operations
- Converted tough accounts that were averse to the concept of online learning and created numerous success stories
- **Since joining, have consistently achieved targets by acquiring 150+ customers every month**
- Facilitating proper coordination with Customers & Teachers and performed other administrative activities

## PAST ACHIEVEMENTS

### **As, owner of Scrap Shop:**

Successfully scouted vendor for acquiring antique & ethnic products.

Enhanced the brand visibility thru various platforms.

### **As, Investment Analyst:**

Assisted in maintaining a healthy financial portfolio through thorough research on economic and technical analysis of different companies and stocks.

Evaluated the risk involved, designing potential strategies related to trading.

### **As, Assistant Director:**

Efficiently maintained the production schedule and breakdown of the script into a Shot-by-Shot storyboard.

Successfully directed my first short film "Toy Gun".

## ACADEMICS

### **PGDM (Marketing),**

Sri Balaji Society, Pune, 2015

### **Bachelor of Commerce,**

Delhi University, 2010

## PERSONAL DETAILS

**Date of Birth:** 26<sup>th</sup> March 1988

**Social Status:** Single

**Languages Known:** English & Hindi

**Owner of "SCRAP SHOP", an e-commerce store, dealing with modern & vintage brass showpieces & handicrafts items, Sep 2016 – Nov 2021, my role involved...**

- Collaborating with various vendors for product selection and procurement
- Identifying the target market, deciding product pricing, branding of products and building sales pitch
- Giving insights and showcasing product's to potential customers, enabling them with good shopping experience and encouraging sales
- Setting up product categories, upload the inventory with product information, shipping details & payment methods
- Connecting with customers on social media and creating brand awareness

### **WEALTH MANAGER, ICICI Bank, Jun 2016 – Aug 2016**

- Developing relationships and acquiring new HNI clients
- Reviewing client's portfolios, meeting clients & advisors to assess strategies based on objectives and risk profile, finding opportunities
- Offering range of banking & investment services, including equities, portfolio management services, foreign exchanges.
- Prepare presentations for clients and key stakeholders, arranging hand-off to peers if required

### **Post PGDM in 2015, for 2 years, I was involved in our Family Business (Stock Trading) as Investment Analyst.**

- Studying the financial markets, stock market performance, performance of stocks and researching companies
- Providing investment advice and recommendations based on extensive research of economic trends, company performance and rates of return
- Keeping a finger on the pulse of the financial market, researching stock and shares and keeping up to date with all the latest financial news

### **Started my career as Assistant Director with "ARCHANGEL ENTERTAINMENT", a film production company, from Jun 2011 till Dec 2012**

- Liaison with film department to ensure the Director's vision is produced in a timely manner within the set budget
- Assisting the Director in daily progress of filming production schedule, arranging logistics, preparing daily call sheets, etc.
- Reorganize the scenes entered in the chronological script breakdown into a filming order, saving cost & time
- Facilitating cast availability and script coverage, working in close consultation with the Director
- Ensuring that the principal actors are in makeup, in wardrobe or standing by on the set at the correct times
- Taking initiative for directing the filming process with expert guidance from the director
- Organizing surveys and scouting locations