

# Olivia Moitra

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## Summary

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Experienced and versatile professional with a demonstrated track record in event management, business development, and social media marketing. Possessing a diverse skill set acquired through roles in event coordination, client relationship management, and strategic marketing, I bring strong expertise in project management, market analysis, and creative problem-solving. With hands-on experience in B2B sales, I excel in market research, lead generation, and client engagement, driving business growth and fostering lasting partnerships. Proficient in leveraging digital platforms for brand promotion and audience engagement, I have a keen eye for detail and a passion for creative expression. Skilled in team leadership and collaboration, I thrive in dynamic, fast-paced environments, delivering results that exceed expectations. Additionally, my hobbies in music, journaling, and nature exploration reflect a well-rounded personality committed to personal growth and enrichment.

## Experience

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### Event Management | 08/2023 - Present

- management
- ticketing
- hospitality
- client servicing
- production

### Cocotechoes Solutions Pvt Ltd | Remote Business Development Executive | 10/2023 - 04/2024

B2B SaaS based sales experience in US

- market research and analysis
- lead generation and prospecting
- client relationship management
- sales strategy development
- pipeline management and reporting

### RED CHERRY ENTERTAINMENT | Remote, MH Event Management | 11/2022 - 04/2024

- project management
- creativity skills
- brand building
- marketing & communication strategy
- budgeting & negotiation
- microsoft excel

### Fertility Next | Remote Social Media Marketing | 06/2022 - 04/2024

- building brand awareness and marketing strategies
- social media management
- creative design
- market research
- customer outreach
- data analysis

### The Finite | Remote Social Media Marketing | 04/2022 - 04/2024

- collaboration with influencers
- social media management

- maintaining liaison with the overall team
- email marketing
- social media analytics
- customer relationship management

### **Binged | Remote**

**Content Writer | 03/2022 - 04/2024**

- creative writing
- research

(Written over 50 articles related to entertainment and media for this brand)

### **Ankita Bajaj Casting | Remote**

**Casting Assistant | 07/2021 - 04/2024**

- script & character analysis
- maintaining spreadsheets
- extensive research
- budgeting
- team leadership

(Worked as a casting assistant for BMW, Britannia, Acko Insurance, DBS Bank, Max brands to name a few).

## **Education**

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**Patkar Varde College of Science**

**Mass Media | 05/2023**

**Sudhir Memorial Institute**

**Science | 05/2018**

**Agrasain Balika Siksha Sadan**

**Science | 05/2016**

## **Languages**

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English, Hindi, Bengali