



# Indrakshi Vaid

Marketing

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## INTRODUCTION

Passionate marketing strategist with a proven track record of driving lead generation and increasing brand awareness through innovative and creative marketing initiatives.

## EXPERTISE

- Sales & Marketing
- Communication
- Soft-skills
- Content Writing
- Leadership

## ACHIEVEMENTS

Feb 2020 | Palladium Group  
Best Team Lead- Highest Sales as a team

April 2023 | Concentrix  
Fastest Lateral Promotion

## LANGUAGES

ENGLISH  
HINDI  
GUJARATI  
PUNJABI

## EXPERIENCES

### Concentrix| May 2022- October 2023

#### Customer Service Rep

- Provided assistance to customers of a leading bank in the United States of America, and earned a lateral promotion as Customer Service Supervisor
- Handled escalation calls, and lodged customer complaints

### Palladium Group| May 2019- October 2020

#### Brand Ambassador

- Created and executed marketing campaigns, including but not limited to B2B, and B2C initiatives.
- Trained and developed a sales and marketing team.
- Performed interviews, as well as retained existing employees.

## EDUCATION

### MBA (Marketing)| 2024-2026

#### Manipal University Jaipur

- Pursuing MBA in marketing from Manipal University Jaipur.

### B.A. (Psychology and Philosophy)| 2017- 2022

#### Sophia's College for Women.

- Completed my graduation with a CGPA of 5.6

## REFERENCE

#### Ashutosh Dubey

Concentrix / Team Lead

Phone: +91 98330 01591

Email: hello@reallygreatsite.com

#### Richa Shetty

Palladium Group (Now Echoboom) / Head HR

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