

CONTACT

 **Bengaluru , Karnataka**

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 **LinkedIn**

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EDUCATION

2023

B.A ENG (HONS)

Amity University , Noida

2020

HIGH SCHOOL DIPLOMA

Gagan Bharti , New Delhi

2018

MIDDLE SCHOOL DIPLOMA

Auckland House School, Shimla

SKILLS

Creative Writing

Inside Sales

Content Marketing

Project Management

Consumer Behavior Analysis

SEO

Vadini Prasad

Sales & Marketing

PROFILE

Versatile professional with a strong background in project management, problem-solving, and collaboration. Brings a fresh perspective and unwavering commitment to quality and success. Recognized for adaptability and proactive approach in delivering effective solutions. Skilled at conducting inbound and outbound calls to gather key intel, survey and record accurate responses from business or consumer sources.

EXPERIENCE

ORTECT ORGANICS , REMOTE

DECEMBER 2023 - AUGUST 2024

MARKET RESEARCH ASSOCIATE

- Devised questionnaires, surveys and open forum discussions to generate real-time data collection from target demographic.
- Utilized diverse research techniques and online or published data collection tools to amass key information or statistics, supporting business objectives.
- Scheduled interview appointments with respondents and created multiple questionnaires before commencing data collection.
- Created customized marketing materials to increase product awareness.

THE KITTY PARTY , BERLIN

DECEMBER 2022 - JANUARY 2023

SALES ASSOCIATE

- Lead Generation: Implemented targeted strategies to drive qualified leads, including prospect identification, market research, and utilization of lead generation tools
- Business Development: Prospected potential clients, nurtured relationships, and participated in networking events to expand business opportunities, resulting in increased client acquisition and revenue growth
- Data Analysis and Reporting: Analyzed key performance indicators, provided valuable insights, and prepared reports to optimize lead generation and business development strategies

E BRAND MARKETING , HYDERABAD

MARCH 2022 - AUGUST 2022

CONTENT WRITING

- Coordinated mailings, marketing materials, and website content
- Collaborated with other bloggers on new and interesting projects
- Utilized excellent interpersonal communication skills

CURIOUS CO

NOVEMBER 2021 - FEBRUARY 2022

CONTENT WRITING

- **SEO Optimization:** Applied SEO strategies to optimize blog content, including keyword research, meta tag optimization, and creating SEO-friendly headlines and subheadings, resulting in improved organic search visibility and increased website traffic
- **Content Marketing:** Conducted thorough research on relevant topics and utilized creative approaches to deliver compelling blog posts, aligning with content marketing strategies to attract and engage the target audience

INDIAN SHELF

AUGUST 2021- OCTOBER 2021

SOCIAL MEDIA MANAGER

- **Content Creation:** Developed unique and engaging content for a diverse range of client websites, enhancing their online presence and increasing brand awareness
- **Social Media Management:** Generated captivating social media content that resonated with audiences, driving engagement, and promoting brand visibility across various social media platforms

PROJECTS

Uday Care Trust, Gurgaon, Haryana

During my time volunteering at the dog shelter, I had the opportunity to actively engage with paralyzed dogs, offering them love, care, and playtime. I found immense joy in providing companionship and ensuring their well-being. Additionally, I supported the shelter staff in various tasks, including assisting with vaccinations, administering medications, and helping with general care and maintenance. It was a rewarding experience to witness firsthand the positive impact of these efforts on the dogs' health and overall happiness.