

# Miki Sarda

Driven and versatile professional with over 5 years of experience across marketing, engineering, and academia. Seeking a challenging role where I can leverage my diverse skill set in strategic planning, technical expertise, and leadership to contribute effectively to organizational growth and innovation. Passionate about driving results, solving complex challenges, and fostering a culture of continuous improvement. Eager to apply my unique blend of skills and experience to make a meaningful impact and drive success in a dynamic and forward-thinking environment.

## Work Experience

### Marketing Specialist

### Prospero Event Group

December 2023 - Present

- Led customer relationship management efforts using HubSpot CRM, resulting in increased client engagement and retention rates.
- Strategically designed and executed email marketing campaigns, driving a open rates and increase in leads.
- Conducted in-depth market analysis to identify trends and opportunities, leading to the development of data-driven strategies

### Assistant Manager

### Prem Finance

Mar 2023 - Nov 2023

- Conducted thorough credit assessments on premium finance applications, evaluating financial statements, credit reports, and payment histories.
- Developed and maintained strong relationships with clients, providing financial guidance and resolving credit-related inquiries.
- Monitored and reported on credit risk metrics, identifying trends and potential issues.

### Subject Matter Expert

### Chegg

Aug 2022 - Nov 2023

- Provided virtual tutoring in Mathematics and Physics globally.
- Fostered critical thinking and problem-solving skills in students.
- Tailored tutoring approaches to diverse learning styles.
- Ensured academic integrity and quality standards.

### Co-Founder and CMO

### Nik Creation

August 2019 - June 2022

- Led comprehensive marketing activities and policies.
- Managed a dynamic team, fostering creativity and innovation.
- Developed and executed impactful marketing campaigns.
- Collaborated with cross-functional teams to align efforts with business objectives.
- Conducted market research and analysis to drive strategies.

### Junior Executive

### Torrent Power

July 2017 - May-2019

- Provide outstanding customer service to residential and commercial clients, addressing inquiries related to electricity services, billing, and technical issues.
- Effectively resolve customer concerns and complaints, ensuring a high level of customer satisfaction.
- Collaborate with cross-functional teams, including technical support and billing departments, to expedite issue resolution and enhance overall service delivery.

## Contact

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## Skills

### Soft Skills

- Market Research and Data Analysis
- Social Media Management
- Content Creation
- Strategic Marketing and Campaign
- Team Leadership and Collaboration
- Strong Communication and Writing Skills

### Tools/Software

- Hubspot
- Microsoft 365
- SAP
- SalePush,CampaignHQ ,Postyman
- MATLAB

### Internship

- **Times Of India**  
Marketing and Sales Intern
- **Oyster X Facebook**  
Marketing and Sales Intern
- **Leak Proof Pvt Ltd.**  
Industrial Trainee
- **Trio Transformer**  
Industrial Trainee

## Educational Background

### Master of Business Administration (MBA)

Gujarat Technological University  
August 2015 - June 2017

- Specialization in Maketing Management

### Bachelor of Engineering in Electrical

Gujarat Technological University  
August 2010 - August 2014

- Electrical engineering in Power System