

NIHARIKA BADHWAR

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Helped companies to increase brand awareness through video marketing and client communication across different platforms. Handled client communication for web development projects and documentation.

Outreaching prospects in global market via handling the projects for (USA, Australia, Canada, Asia and Europe) Curating the business proposals, taking up calls and converting leads.

Handling the account/client complications with Project team. Monitoring account deliverables. Ensuring client satisfaction. Driving up organization revenue targets.

How can I add value in your organization through Project Co-ordinator, Video Marketing, Client Communication, and Business Analyst roles:-

- Performing tasks to ensure the project stays on track, making it a fulfilling and rewarding position
- Coordinating in multiple aspects of a project in a fast-paced and challenging work environment and communicating all the issues and risks of the project
- Designing and controlling the project schedule
- Delegating tasks to team members and ensuring deadlines are met
- Help roll out new products and features, as well as keep track of bugs
- Involved maintaining project documentation, such as plans and reports; assigning tasks and controlling schedules; communicating the project's progress to team members and other stakeholders; and managing the project's budget
- By serving as a liaison between the Customer and development team
- Managed weekly and monthly video marketing communications calendar to deliver informative information and customer engagement
- Scripted content for video & email marketing one immigration client
- Performing research on implementing new enhancements, competitor, and market analysis for higher management

Here is some recently done work for an immigration agency:

- <https://youtu.be/DWZRDkQTJC0>
- <https://youtu.be/oXuzGHbXcsl>
- <https://youtu.be/7K42wSdNlj4>
- <https://youtu.be/vljJlwWQxD4>

Made Contribution in these Companies

Company Name: Walkwel Technologies

Designation: Business Analyst & Digital Marketer

Duration: April 2019 – May 2020

Roles & Responsibilities:

- Act as an interface between business units (clients) and technology teams
- Performed video marketing and client communication
- Responsible for interacting closely with business users in assigned departments/ areas of improvement
- Engage, identify areas of IT opportunities, solution possible technologies elements to solve problems
- Gathering project requirements, experience in creating workflow reports, business processes and generating recommendations related to the proposed solution
- To support the requirements, use Detailed Project Flow Analysis and Wireframe Designing using tools such as Axure/Balsamiq and MS office Presentation
- Managing client expectations and ensuring implemented solutions are utilized effectively

Company Name: Patentskart, Panchkula, Haryana

Designation: Business Communication Associate Duration: May 2018 - November 2018

Project(s) I've worked on

Project: To Analyze the real estate data and give insights

Software Used: Cognos Insight

- Project Description: Real estate data was given through the descriptive analytics tool for IBM Cognos Insight. Insights were being drawn out using various functions of Cognos Insight in which various types of charts were being used in crosstabs also various functions were performed such as slicing and dicing etc.

- Project Type: CRM- Customer Relationship Management (Both Web & Mobile Applications)

- Software Used: MS Visio

- Project Description: Worked on the product flow charts and user stories

Before Corporate Experience

6 weeks of a summer internship in Bespoke Digital Media, Zirakpur on the project entitled on Analytical Study on Digital Marketing Services for Bally Chohan Astrology and Quality Analysis of Tracker Application.

Scholastics

2016-2018: MASTER OF BUSINESS ADMINISTRATION (Collaboration with IBM) – SPECIALIZATION IN BUSINESS ANALYTICS & FINANCE, Chandigarh University, Mohali

2013-2016: BACHELOR OF BUSINESS ADMINISTRATION

St. Bede's College, Himachal Pradesh University

Would like to share my academic achievements

- Awarded IBM Academic Certificate for “Business Intelligence Analyst Mastery Award for students”
- Event Coordinator of National Symposium on “Analytics for All” Demystifying Analytics- 2017 at Chandigarh University
- Participated in National Case Development Competition 2017, Organized by University School of Management Studies at Guru Gobind Singh Inderprastha University, New Delhi
- Vice President of Red Ribbon Club in St.Bede’s college, Shimla
- Bagged the first position in “On the spot painting on Heritage Day” in St.Bede’s college, Shimla
- President of Art club and school prefect in Auckland House School, Shimla (2012)
- Awarded certificate of merit in participating in House Day Senior Dance at School
- Got certificate of excellence in TREAT-Theatre for Reinforcing Education & Teaching on Recycled Art at the School level