



Nida Parveen

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WORK EXPERIENCE

Jaydev Infratech Head of Department

September 2014 — Present

- Leads generation through Internet/online marketing, Outdoor media, offline media, & Tele-Sales. Responsible to make marketing plans and execution of the same.
- Analyzing efficiency of different marketing campaigns and take corrective measures. Allocation of budget in different media of advertising to get the best ROI.
- Coordinating with other verticals (Sales) to understand their requirement and implementing the same. Brand Building & Brand promotion.
- Strategy to improve cost per sale and cost per lead.
- Lead generation Activities with different forms of marketing (ATL & BTL level activities)
- Brand building and co-branding with different developers.
- Doing SWOT analysis for our competitors and make marketing plans accordingly.
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- customer loyalty programme & Referral marketing

Earth Infrastructures Senior Manager

December 2011 — October 2014

- Leads generation through Internet/online marketing, Outdoor media, offline media, & Tele-Sales. Responsible to make marketing plans and execution of the same.
- Analyzing efficiency of different marketing campaigns and take corrective measures. Allocation of budget in different media of advertising to get the best ROI.
- Coordinating with other verticals (Sales) to understand their requirement and implementing the same. Brand Building & Brand promotion.
- Strategy to improve cost per sale and cost per lead.
- Lead generation Activities with different forms of marketing (ATL & BTL level activities)
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Event Management Manager

November 2010 — December 2011

- Assist with negotiations for space contracts and book event space, arrange food and beverage, order supplies and audiovisual equipment, make travel arrangements, order event signs, and ensure appropriate décor (florals, linens, color schemes, etc.) to meet the quality expectations of the alumni association.
- Aggressively gather information on each project to achieve quality event productions.

- Conduct research, make site visits, and find resources to help staff make decisions about event possibilities
- Create and revised room layouts for each event.
- Propose new ideas to improve the event planning and implementation process.
- Serve as liaison with vendors on event-related matters.
- Assist with managing on-site production and clean up for events as necessary.
- Prepare nametags, materials, notebooks, packages, gift bags, registration lists, seating cards, etc.
- Close out all events as required.

Kotak Life Insurance

January 2009 — September 2010

Team Leader

- Handling team of Sales executives and Tele callers
- Product Training to sales team
- Handling of DSA expenses and keeping account of the same.
- Handling major leads in an organized manner and directing the same to the concerned managers for closure.
- Co-ordination of DSA activities with HO officials.

Tata Teleservices limited

August 2006 — January 2009

Customer Care Executive

- Handling all Franchise operations and taking care of customer calls and forwarding their complaints and grievances to the respective franchisee.
- Prime responsibility was to take care of churned customers with regular calling and follow ups.
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- To convert the churned customers back into the Tata Teleservices by assuring the best and regular service.

QUALIFICATIONS B.Com from M.J.P. Rohilkhand University Bareilly.

INTERESTS Music, Dance & Travel

REFERENCES References available upon request.