

# Shalini Sharma

## Marketing Executive

An efficient, innovative marketing manager. Can relate well with people at all levels and has the flexibility of working well as part of a team or individually. Comfortable working in a fast paced, hands-on, growth orientated work environment and possessing a proven ability to ensure that brand messages, standards and communications are understood

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## WORK EXPERIENCE

### Marketing Executive

Quest, Kolkata (Jones Lang LaSalle)

08/2016 – Present

Kolkata

#### Roles and Responsibility

- Responsible for all corporate marketing, research and planning campaigns, including the delivery and results for the key strategic initiatives.
- Monitoring & reporting to VP on the effectiveness of strategies/campaigns. Setting the scope, implementation, management & review of marketing campaigns.
- Experience of executing a successful website marketing campaign.
- Track record in the development and implementation of integrated campaigns. Able to quickly understand customer needs and to deliver timely and cost effective solutions
- Exceptional project and time management skills. Design, implement & facilitate an effective local & national marketing strategy. Carrying out effective research & intelligence into competitor products & other trends. Constantly improving business development activities

### ASM (Area Sales Manager)

L&T Finance

05/2016 – 07/2016

Patna

#### Roles and Responsibility

Reporting to ZSM, directed sales/marketing activities for employee-benefit product line.

Monitoring & reporting to senior managers on the effectiveness of strategies/campaigns. Setting the scope, implementation, management & review of marketing campaigns. Managed 20 employees, and broker-sales operations. Increased revenues in voluntary, achievement of 124

Percent. Develop partnerships & relationships with third parties to meet strategic objectives.

## SUMMER INTERNSHIP

ACC Ltd. (04/2015 – 06/2015)

Surveyed the market on dealer's perception about the company and brand awareness among the customers. Revived relationships with inactive leads. Conducted brand building promotional activities. Handled integrated marketing communication. Researched the competing brands. Ascertained the scope of ACC in Kolkata. Studied the consumer perception of ACC Understood the factors responsible for buying decisions of customers. Measured the loyalty factor of customers

## SKILLS & COMPETENCES

Direct marketing



Marketing plans



Brand marketing



Project management



Social Media Marketing



Sales B2B and B2C



## EDUCATION

### PGDM

International Management Institute

06/2014 – 03/2016

Kolkata

#### Courses

- Marketing

### BCom (Hons)

College of Commerce

2010 – 2013

Patna

### XII(ICSE)

Don Bosco Academy

04/2009 – 04/2010

Patna

### X(ICSE)

Don Bosco Academy

04/2007 – 04/2008

Patna

## LANGUAGES

Hindi



English

