

ANU AGNIHOTRI

MARKETING EXECUTIVE (Integrated Marketing Group)



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Noida, Sector-50, 201301



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EXPERTISE

Attention to details

Project Planning

Good Microsoft excel and PowerPoint

Improving Efficiency

Resource Management

Risk Assessment

Cooperative team member

Social media savvy

Proficient time-management

Good Communication Skills

EDUCATION

BACHELOR OF BUSINESS
ADMINISTRATION
MANAGEMENT STUDIES
IMS, GHAZIABAD
2009-20012

HIGH SECONDARY SCHOOL
COMMERCE STUDIES
ASHOK HALL GIRLS'
RESIDENTIAL SCHOOL, BIRLA
INSTITUTE
2008-2009

HIGH SCHOOL
SCIENCE EDUCATION
LUCKNOW PUBLIC
SCHOOL 2006-2007

SUMMARY

To be involved in work where I can utilize my skills and intrinsic values and be creatively involved with system that effectively contributes to my personal as well as organizational growth.

PROFESSIONAL PROFILE

A self-starter and quick Learner.

Highly energetic and detail-oriented Marketing Executive with a strong history of client satisfaction, successful B2B client relationship and co-coordinator across a variety of businesses. Have run successful marketing and promotional campaigns. Good multitasked able to address a high volume of processes and concerns with accuracy and efficiency

EXPERIENCE

INTEGRATED MARKETING GROUP

ELETS TECHNOMEDIA PVT. LTD, NOIDA, U.P/ MARCH' 2017 – PRESENT

- Exceptional managerial and planning skills
- Outstanding skills in fostering and sustaining productive working relationships
- High abilities in learning and using new technologies
- Provided assistance to all marketing campaigns and collateral acquisition.
- Oversaw delegate registrations and responded to delegate requests and questions.
- Made outbound telephone calls to delegates.
- Supervised preparation of event guides and onsite delegate materials.
- Reviewed and updated event registration reports.
- Assisted with customer service provision to event sponsors and their representatives.
- Assisted with event coordination as assigned by events manager.
- Write, edit and proofread copy for promotional materials within marketing campaigns
- Attended meetings and conference on the behalf of organization.
- Involved in designing brochures, hand-outs, Making video and Mailer content

RESEARCH ASSOCIATE

Mindforce Research, NOIDA, U.P/AUGUST '2017 – OCTOBER'2017

- Experience in research studies
- Close familiarity with advanced methods of research.
- Proficient in PowerPoint, Word, and Excel.
- Quickly develops effective working relationships with senior executives.

INTERNATIONAL RESEARCH ASSOCIATE

AZURE KNOWLEDGE CORPORATION. NOIDA ,U.P/ JUNE '2016– AUGUST '2016

- Conducting primary and secondary research.
- Conducting interview in various countries.
- Effectively researched areas of the market regarding customer needs and brand perceptions.
- Carried out customer-satisfaction surveys, compiling results into detailed reports.
- Designed focus groups as well as surveys to capture relevant market research data.

INTERNSHIP

Viraj Prakashan Private limited
Voice of India Hindi Dainik
(Brand activation)

ACADEMIC ACHIEVEMENTS

- Won 1st prize in various speech competitions
- Won 1st prize in inter school theatrical play competition
- Won 2nd prize in singing
- Won 1st prize in basketball competition
- Won 1st prize in declamation competition
- Won 1st prize in debate competition
- Inter branch speech competition

ASSISTANT MARKETING MANAGER & BD

OPERA GRATIA PVT. LTD. BEFIKR.IN, NOIDA, U.P/ FEBUARY 2016 – MAY 2016

- Typed documents such as memos, correspondence, drafts and emails.
- Conducted various successful B2B meeting within Noida and generated leads for business development.
- Also have an experience in dealing with customers' needs and handling their grievances over the phone
- Responsible for meeting such as setting appointments, lead conversions and identifying new prospects.
- Maintaining the confidentiality of the data provided by the company for generating the leads.
- Create rewarding customer experience to ensure retention and providing them with after sales service through proper follow ups.
- Timely maintenance of data and report on the number of leads generated.
- Design marketing content
- Responsible for branding signage.
- Assisted various BTL / ATL Promotion activities.

PARTICIPATION AND RESPONSIBILITIES

- Coordinator in corporate meet 2013
- Coordinator in various marketing events
- Coordinator in national conference 2013
- Coordinated in various college fest events
- Corporate meet goal 2013 in college
- National conference 2013 in college

SKILLS

- Ms Office, Excel, PowerPoint.
- Pursuing my digital marketing course.

PERSONAL DETAILS

- Date of birth: 27.08.1991
- Nationality: Indian
- Gender : Female
- Language: Hindi, English ,French(beginner)

I hereby declare that all the information provided above are best of my knowledge and true.

Date: