

TRISHA JAISWAL

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CAREER OBJECTIVE

To obtain a challenging position as marketing professional where I can utilize my administrative, marketing, and interpersonal skills with accuracy and efficiency to add value to organizational operations.

EDUCATION

2014-2016	Kedge Business School	France
	MSc in International Business	
	<ul style="list-style-type: none">• A management training program combined with international experience• Specialization in International Marketing• Elected as the Class Representative	
2011-2014	J. D. Birla Institute	India
	Bachelor of Commerce	
	<ul style="list-style-type: none">• Focused on learning that provides knowledge on basic theories, principles and methods of commerce and accounting• Specialization in Accounting and Finance	

PROFESSIONAL CERTIFICATION

Oct, 2015	Certified Google Advance search marketing professional (Fundamental & Advance Search exams)
July-Oct 2015	Advanced Diploma in Digital Marketing from Learn pact India

PROJECT WORK AND SEMINAR REPORT

October 2014	Market entry Strategy: VIESSMAN GROUP into Czech Republic
	<ul style="list-style-type: none">• Develop reasons for entering into the Czech market• Assessing the General Framework of Czech Market: Macroeconomic and Microeconomic Analysis• Evaluate the entry strategy using business tool Marketing mix
October 2014	Marketing Strategy: Alara Agri
	<ul style="list-style-type: none">• Analyze the participants in the Cherry value chain• Study the company's performance in selling "Luxury" cherries in United Kingdom• Formulate a marketing strategy to enter into the Belgian and German market

WORK EXPERIENCE

Ongoing	Innofied Solutions Pvt. Ltd.: Business Analyst	India
<ul style="list-style-type: none">• Understand the requirements of prospective/existing clients (both national and international)• Work closely with Sales team to identify, develop, and close opportunities through meetings• Creating and modifying effective templates for proposals and streamline the proposals for better win• Ensure lead generation from the website are optimized to route to the appropriate channels• Manage and update company's website portfolio• Monitor, maintain and strengthen consistent online brand identity• Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points• Analyze company website, landing pages and social media activities using Heat Maps, Google Analytics, Webmaster tools, MOZ.• Using Google Keyword planner and MOZ for complete keyword analysis• Generate, edit, publish & share contents to builds meaningful connections• Doing other promotional activities through Online Marketing that includes Email Marketing, Social Media Marketing, Search Engine Marketing		
Mar-Jul 2016	Innofied Solutions Pvt. Ltd.: Market Research Internship	India
<ul style="list-style-type: none">• Writing copy for all marketing collaterals, including brochures, letters, emails and websites.• Identifying the target customers in the U.S and Singapore market• Data mining through various channels like LinkedIn etc.• Making company presentations using Prezi, Rawshorts• Perform various administrative and project-related activities• Schedules and coordinate meetings, events and calendar invitations• Execute research, data analysis & prepare reports & recommendations• Handle client enquiries via phone, email and live chat• Assist Sales & Marketing Head to develop and implement product and customer specific marketing materials including product data sheets, customer presentations in PowerPoint.		

HONOURS AND AWARDS

January 2017	Employee Excellence Award for my tireless effort, hard work & commitment to the job
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LANGUAGE AND IT SKILLS

HINDI	Native	MS Office	Word, Excel, Power Point
ENGLISH	Fluent	Operating System	Macintosh, PC
BENGALI	Conversational	Software's known	Hubspot CRM, MOZ
FRENCH	Basic (A1 level)		