

SHIVANGI MITTAL



Contact Information:

Present Address:

Room no.1, Plot-69/2, U-block, DLF
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RESUME

OBJECTIVE

- Efficient digital marketing executive with a proven record in driving E-commerce sales through Social Media Management and Digital Marketing, looking for a career in driving customer interaction, brand story and sales through digital avenues.

PROFESSIONAL QUALIFICATION

PGDM(Marketing and Finance)

Institute of Management Studies, Noida 2013 – 2015

Live Project : **Internship with WeChat** (Tencent Holdings Limited)

Certificate in Digital Marketing

Reyitte Techstack Pvt. Ltd, 2017

WORK EXPERIENCE

Marketing Specialist - Buy For Me India (DTDC Group)

Gurgaon, Haryana August 2017 – Present

Ownership of Marketing plans, Digital strategy and Social Channels to achieve the organizational goals, monitoring and implementing the same of marketing strategies and campaigns online.

Achievements :

- (i) Social Media content management for a fanbase of 100,000 across Facebook, Twitter, Instagram and SnapChat.
- (ii) Strategically managed budget of Rs 25 lakhs over a period of six months across various digital platforms.
- (iii) Overseeing co-branded campaign with DTDC during Diwali across Digital, Radio and Print.
- (iv) Initiated and coordinated advertising campaigns and promotional activities across online platforms. (AdWords, Facebook, GDN and Outbrain)
- (v) Design, Development and Management of Customer Engagement Program through building community on digital platforms.

Business Development Executive(Business Advisory) - Snapdeal

Okhla, New Delhi, February 2015 -May 2016

Provide training and onboarding guide to sellers regarding rule and regulation of company and Indian government. Help sellers to understand ecommerce business and drive sales on online B2C platform

Achievements :

- (i) Provide Solution regarding Product listings, Payments and Logistics.
- (ii) Troubleshooting client issues and maintaining their motivational levels to increase sales through online platform.
- (iii) Built good relationship with the clients which resulted as an asset in achieving monthly targets.

Personal Data:

Date of Birth : 03rd Jan 1992

Father's Name : Mr. B. B. Mittal

Passport : Yes.

ACADEMIC QUALIFICATION

B.Com, Marketing (62%)

H.N.B.Garhwal University, Dehradun, 2010 – 2013

Higher Secondary, CBSE, Commerce (63.8%)

St. Joseph's Sr. Sec. School, Dibliyapur, Auraiya, 2009 – 2010

Activities and Societies: Scored **2nd** position in “**Shotput**”

Scored **3rd** position in “**Sr. Girls Shuttle Badminton**”

Matriculation, CBSE, (64.4%)

Gail D.A.V Public school, Dibliyapur, Auraiya, 2007 - 2008

Activities and Societies: Scored **3rd** position in “**JUDO**” in **National Games**.

KEY DIGITAL SKILLS

- Social Media Management
- Search and Display Advertising with Google AdWords
- Facebook and Instagram Ads with Facebook Ads Manager
- Product Listing Ads with Google Merchant Centre
- Data Analytics via Google Analytics
- Sponsored Content Ads on Outbrain
- Email Marketing via Mailchimp and Email Octopus.
- Bulk SMS for Promotions
- Content Creation with Canva

PERSONAL SKILLS

- Strives to be a Leader
- Initiator of Work
- Quick in Learning new Developments and Work Flows
- Problem Solving Attitude for Work Processes
- Believes in Working as a Team for best Outputs
- Adaptive to all Work Environments.

Declaration:

I hereby solemnly affirm that all the details provided above are true to best of my knowledge.

Date:

(Shivangi Mittal)