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| Profile An organized and creative professional with proven marketing  skills. Possess some years  of experience working with organization and clients.  Looking to utilize my existing skill set to  increase company profitability. Contact PHONE:  920-264-6280  Social Media Link:  LinkedIn: <https://www.linkedin.com/in/silvie-pradhan-46066044>  Instagram: <https://www.instagram.com/silvie.pradhan/>  Facebook:  <https://www.facebook.com/silvie.pradhan>  Twitter:  <https://twitter.com/silviepradhan1>  EMAIL:  [Pradhan.silvie@gmail.com](mailto:Pradhan.silvie@gmail.com) HOBBIES Photography, Volunteer work, Sports. Certification Google Analytics Certified |  | sILVIE pRADHAN EDUCATIONTrident Academy of Creative Technology **Master of Business Administration**  Specialization: **Marketing**  **Internship: A project on “Sales and Marketing” in National Aluminum Company Ltd (NALCO).**   * Perform Market analysis and research on the latest trends. * Assist with daily administrative duties. * Design and present new social media campaign ideas. * Monitor all social media platforms for trending news, ideas and feedback. * Prepare detailed promotional presentation. * Help with the planning and hosting of marketing events. * Research and evaluate competitor marketing and digital content.   **Northeast Wisconsin Technical college**  **Associate in Digital Marketing**  **Skills:**   * Digital Marketing Strategy * Lead Generation * Social Media Marketing * Customer engagement * Audio/Video editing * Web Analytics * WordPress * Email Marketing * Customer service  WORK EXPERIENCEAdvantage One Tax Consulting firm [Associate] [November 2013–September 2014]   * Provided market strategies according to relevant market specificities – Researched and closely analyzed market strategies, both existing and new ones. * Continuously up to date with current market trends. * Maintaining and increasing sales of company's products and reaching targets for individual also for the team. * Establishing, maintaining and expanding the customer base. Servicing the needs of the existing customers. * I was also the part of recruitment team to hire new employees. * Consistently ranked in the top ten sales and account manager by increasing the sales by double digit numbers.   **Expertise:** Marketing analysis, Strategy planning, Lead Generation, customer service, presentation, sales training, complex negotiation, Recruitment. |
|  |  | WNS Global Services [Senior Associate] September 2014 – October 2016   * Led efforts to develop a fully integrated, marketing communication plan and team. * Development and implementation of marketing and public relation strategies to promote revenue growth. * Monitored sales trends and generated detailed reports for department heads. * Addressed clients need and outlined how continued membership will fulfill those needs. * Worked with marketing and business development executive to run marketing strategies. * Identified, evaluated and then developed effective marketing strategies. * Researched, calmed and rapidly solved client’s conflicts to prevent in loss of key accounts. * Cross sold the services and upgrading customers to different plans and package.   **Expertise**: Teamwork, Market analysis, Business development, customer service, Stress tolerance, Analytical and problem-solving skills. Achievements:  * Awarded with certificate of appreciation on the B-school meet. * Awarded 2nd prize in inter-college fest in presentation. * Was awarded with “Best advertising skills”. * Employee of the month- Advantage one Firm. * Certificated Tourist guider of Green bay.  Languages Known:  * English (Fluent) * Hindi (India) * Odia (India) |
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