

Richa Madhok

Marketing Executive

Delhi, Delhi - Email me on Indeed: [indeed.com/r/Richa-Madhok/c90593c42291f475](https://www.indeed.com/r/Richa-Madhok/c90593c42291f475)

WORK EXPERIENCE

Marketing Executive

Viva Books Pvt. Ltd - August 2013 to December 2014

Job Profile

- Worked on the making of TIS (Title Information Sheet) of new arrivals and forthcoming titles
- Worked on the making of the Template of each title and did the publicity mailing of the same
- Worked on the Catalogues (on Indesign) of different publishers, these catalogues were prepared subject wise
- Worked on the Price List of different publishers (subject wise)
- Searched the Postal Address of Colleges (eg. Nursing Colleges, Management Colleges, Hotel Management Colleges etc) & made the labels for the same
- Searched the emails for different categories
- Worked on the promotional strategies of those titles whose stock is more
- Was Responsible to send the details of all the new arrivals to Flipkart, UBSPD and other portals in order to promote our titles there
- VIVA's website updation:
 - a) Updated the stock of all the titles on Viva's website on daily basis
 - b) Updated all the new and forthcoming titles on daily basis
- Used to handle the Online Order
- Attended the World Book Fair & served the customers there.
- Used to coordinate with the customers also (who used to place Online Order through Viva's website)

EDUCATION

MBA in Marketing & Finance

Jagannath International Management School - Delhi, Delhi
2009 to 2011

B.Com in (Pass), Regular

Bhim Rao Ambedkar College (DU)
2005 to 2008

SKILLS

Indesign (1 year)

LINKS

<http://www.goindiastore.com>

<http://www.uptown18.com>

ADDITIONAL INFORMATION

IT Skills

- a) Well versed with MS-Office & Internet Applications.
- b) Indesign