Phone (Mobile): **+91** **9953306343**

E-mail: **mittal.shagun89@gmail.com**

Shagun Mittal

###### Objective

Contribute to the growth of the organization that I work with by utilizing my experience in managing people, projects, and customer interaction

###### Current Company

* **Company :** CSC India Pvt. Ltd.
* **Duration :** September 24, 2013 – Till date
* **Designation :** Business Analyst – Internal Communication

###### SYNOPSIS

* Experience of 1.9 years in Marketing division of IT Organization
* A qualified MBA (Finance & Marketing) complemented by Bachelors of Commerce (Hons)
* Responsible for market research of product related & other offshore based services
* An effective communicator
* Self-motivated, creative, attention to detail and concept development
* Functional skill set

###### Roles and Responsibilities

* **Primary Roles:**
* Working closely with the Leadership Team on various strategic initiatives, providing end-to-end consulting, creating business collaterals/presentations and managing internal communications initiatives
* Part of a multi-talented team involved in Business Enablement, Market Research/Marketing Analytics, Operations and Sales Analysis, Demand Generation & Fulfilment Support and Internal Communications
* Launching and managing product-focused campaigns, road shows to create awareness about IP offerings amongst the bigger organization, through the use of teasers, posters, standees, tent cards, e-mail blasts, quiz contests, etc.
* Owning and tracking the organization’s Communications Plan, comprising multiple employees, customer and business focused initiatives, conducting town halls, quarterly business update calls, Expert Speak sessions, weekly/monthly mailers, industry and competitive news, team offsite, etc.
* Map Indian competitors for all prospects / visiting clients / RFP submissions
* Preparing Monthly Business Review Presentation and Revenue Spread sheet (Monthly Realization of Revenue) for Riskmaster Claims.
* Preparation of newsletters and tracking competitor actions/products etc.
* **Additional Roles**
* Creation of standard presentations, sales collaterals etc
* Work on branding initiatives of Software GDN and other internal communication initiatives like Get to Know, ANEW, Industry & Competitor Updates, Managing C3 groups etc.
* Working on Organizational Newsletters.

###### Internship Details

* **Company :** Escorts Ltd.
* **Duration :** April - June, 2012
* **Designation :** Management Trainee
* **Project title :** Channel Financing
* **Project Undretaken:** 
  + Conducting online market research to explore and understand potentials requirements-A detailed study on Micro Financial Institutions of India.
  + A study on KG-D6 Project Infrastructure.

###### Education Profile

* Masters Of Business Administration, Marketing & Finance (2011-13) – 6.35
* Bachelors of Commerce (Hons), Delhi University (2007-10) – 64.5%
* Senior Secondary School – Faridabad – 88.55%
* Higher Secondary school – Faridabad – 84.8%

###### Certifications

* IIBF (Indian Institute of Banking & Finance) Level 1

###### Technical Proficiency

* Advanced level skills in MS Excel and PowerPoint.
* Beginner level knowledge of editing tools like Corel Draw, Mainframe, Citrix

###### Strengths

* Internet Savvy
* Quick Learner
* Team Player

###### Personal Profile

* Date of Birth 13-July-1989
* Sex Female
* Marital Status Single
* Languages Known English, Hindi
* Nationality Indian