

**SHIKHA SHARMA**

**Assistant Manager**

**CONTACT INFO**



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Nationality: INDIAN

DOB: 12 Jan 1991

**Drive License:**

**India**

**Passport No** -\_\_\_\_\_

**COMPUTER SKILLS**

MS PPT, WORD, EXCEL,

HTML

SAP

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| **Earth Infrastructures Ltd** |  |  |
| **(April 2012 ) Delhi, India** |  |
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* Developing and implementing comprehensive digital marketing programs across all digital channels including web, SEO/SEM, database marketing, email, social media and display advertising campaigns, in line with brand plans and business priorities
* Drive PR & Social Media communications with the support of the Group’s media agency partners.
* Support and drive communications for the Group’s CSR and Sustainability initiatives
* Manage the communications budget and perform monthly reconciliations and Perform Yearly data update
* Develop and implement branding and messaging for the region-wide employee communications
* Perform records retention activities at Gov. portals.
* Track local influencers & provide and provide report on the same on a weekly basis.
* Preparing new letters, annual reports, company brochures, website contents
* Track competitor’s activities on social media & digital mediums.
* Updating of company website time to time and maintaining archives of print/electronic coverage’s of the spokes person of the company published in various publications/electronic media
* Organizing press conferences related to branch office openings, investor/broker meets.
* Conduct research and develop feasibility studies to identify new events opportunities for the organization.



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| **Apeejay Surrendra Group** | **(Feb 2011-March 2012)** |
|  | **Delhi** |



* Maintained media contacts which were necessary for execution of the media action plans, to enhance brand image of the firm.
* Keep up-to-date with our audience’s preferences and proactively suggest new campaigns
* Liaise with Marketing, Sales, Design and Content teams to optimize customer experience and ensure brand consistency
* Wrote and managed several press releases per week – Administered press inquiries, coordinated talent interviews, and gathered ‘background’ information.
* Represented the firm on the market and among the public, as well as in front of the media – Handled all the queries of customers to offer the best possible solutions Networking – Outstanding communication skills.
* Creativity – Ability to develop/innovate new techniques.
* Presentation skills – Excellent written and oral skills.
* Organizational/Prioritization – Ability to balance multiple projects and demands.
* Motivated and Self-starter – Can motivate subordinates to take voluntary initiative.

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|  | **(Jan 2009-Feb 2011)** |
| **Religare Pvt Ltd.** | **Delhi** |



* Built the company brand – Developed ways in which the public image of the firm could be improved to generate more business opportunities.
* Set strategies using all necessary tools (e.g. website, emails, social media and blogs)
* Research products, services and current strategies to identify new opportunities
* Served as a creative copywriter for – Sales pitches, presentations, brochures, web promotion and marketing materials.
* Planned and organized firm’s proactive presence in several communication channels, including – Traditional media channels, online, social media, business/commercial events, conferences and industry meetings.

**Academic Background**

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|  | Degree | Year | University |
|  | MBA+PGDRM | 2011 | Punjab Technical University |
|  | B.I.M. | 2009 | Kurukshetra University |
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Additional Skills:

* Leadership Skills: we kept our employees motivated, resolved conflicts and made hard decisions for our employees for better results.
* Time Management: Worked with employees, customers and management, often spinning multiple plates at once.
* Math and Budgeting: We maintained budget in almost every field. we need to be confident in using math skills to make sure we know where our company's money is going.
* Analytical Skills: i used my analytical skills to solve problems that came during a typical work day. We need to analyze data and making decisions that affect the project on a regular basis.