

Shivani Sharma

Retail & Internal Marketing Communication Manager

I hold 9 years' experience in the automobile & hotel industry. Highly skilled in developing and implementing comprehensive strategies designed to drive revenue, organizational growth and sustainability. I aim at building a career that will help me in honing my existing skills and acquiring new ones.



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Dubai, United Arab Emirates 📍

WORK EXPERIENCE

Retail & Internal Marketing Manager Daimler Financial Services India

07/2019 - Present

Pune, India

Achievements/Tasks

- Responsible for development of retail marketing strategy for Mercedes-Benz Financial & BharatBenz Financial in lines with the respective brand partners.
- Supporting organization's presence in Asia pacific region with weekly articles.
- In-house creative management for brand & organization.
- Brand Social handles management & content creation.
- Driving employee engagement, by creating effective and engaging content.

Product Marketing Manager Greaves Cotton Limited

04/2018 - 04/2019

Pune, India

Achievements/Tasks

- Development & Execution of Marketing Budget including entire ATL, BTL & Digital activities
- Relationship Management & being the interface between the company and Media, Creative, Digital & Event agencies

Marketing Manager Mercedes-Benz India Pvt Ltd

08/2015 - 04/2018

Pune, India

Achievements/Tasks

- Managing customer, dealer, media & drive events.
- Management & coordination of events with Pan India dealers at the Centre of Excellence.
- Vendor & budget management.

Sales Operation Executive Zenica Cars India Pvt Ltd

09/2013 - 07/2015

Delhi, India

Achievements/Tasks

- Handling various verticals like Front Office, Customer Relations and Sales Operation
- Active participation in all brand partnerships & alliances

Reservation Associate Marriott International

01/2012 - 08/2013

Gurgaon, Hararyana

Achievements/Tasks

- Handling reservation for hotels across the globe through mails & calls.
- Moved to In House reservations of JW Marriott, Delhi

SKILLS

Public Speaking

Decision Making

Brand Management

Negotiation Skill

Interpersonal Skills

Teamwork

Result Oriented

Research & Strategy

Adaptability

Budget Management

Event Management

Account Management

Retail Management

Self Motivation

Digital & Print Media Management

Time Management

Customer Service

PERSONAL INFORMATION

Date of Birth - 17th September, 1990

Nationality - Indian

Marital Status - Unmarried

EDUCATION

Post Graduate Diploma in Management Welingkar Institute of Management Development & Research

10/2015 - 04/2018

Pune, India

Courses

- Sales & Marketing

Bachelor of Business Management Pune University

06/2008 - 05/2011

Pune, India

Courses

- International Business

LANGUAGES

Hindi



English



INTERESTS

Travelling

Sports - Swimming, Bicycling & Walking

Music

Gardening

Watching Web Series