

# AKANKSHA SHRIVASTAVA

Delhi, 110096 | +91 85859 87003 | akankshashrivastav8x@gmail.com

## Summary

Dedicated and strategic marketing professional with over 5 years of experience in developing, executing, and optimizing comprehensive marketing strategies in fast-paced environments. Expert in organizational skills, attention to detail, stakeholder management, and exceptional written communication, with a proven track record of going above and beyond to exceed campaign goals. Seeking to leverage my expertise in marketing campaign delivery, and event management to contribute to the success of the team.

## Experience

### Assistant Manager Marketing 08/2020 to Current Christian Pfeiffer India Pvt Ltd.

- Led the implementation of a data-driven marketing strategy, collaborating with internal teams to achieve a 15% increase in ROI, boosting overall campaign performance and driving business growth
- Helped drive business development efforts, resulting in a 10% growth in market share through successful product introductions
- Updated and maintained Co-op Advertising Overview, ensuring accurate and up-to-date information for cost, features, and circulations, leading to efficient advertising planning and budget management
- Utilized market analysis to uncover 30% decrease in customer satisfaction, prompting strategic adjustments and 25% improvement in customer retention
- Generated comprehensive data analysis and reporting on social media performance, leading to a 25% increase in conversion rates, optimizing marketing strategies and enhancing brand visibility
- Assisted in the development and distribution of marketing materials, contributing to a 25% increase in new business leads and brand visibility

### Marketing Coordinator 07/2018 to 07/2020 Smp Exim Pvt. Ltd.

- Updated and maintained Co-op Advertising Overview, ensuring accurate and up-to-date information for cost, features, and circulations, leading to efficient advertising planning and budget management
- Utilized market analysis to uncover 30% decrease in customer satisfaction, prompting strategic adjustments and 25% improvement in customer retention
- Generated comprehensive data analysis and reporting on social media performance, leading to a 25% increase in conversion rates, optimizing marketing strategies and enhancing brand visibility
- Identified and pursued new business leads, resulting in a 25% expansion of the customer base and a 20% increase in market share
- Prepared and presented quarterly and annual reports to senior management, resulting in a 15% increase in marketing budget allocation for the next fiscal year.

### Marketing Executive 06/2016 to 06/2018 Wealth Discovery Securities Pvt. Ltd.

- Managed escalated client enquiries with exceptional professionalism and enthusiasm to maintain trust and reliability.
- Created sales strategies to promote advertising offerings and motivate larger deals.
- Prepared detailed marketing forecasts on daily, weekly and quarterly basis.
- Identified, developed and evaluated marketing strategies based on knowledge of company objectives and market trends.
- Identified user behaviour trends, advising and developing strategies to improve digital marketing activities.

## Skills

- **Data Analytics & Visualization:** MySQL, Power BI, Google Sheets, Tableau
- Performance Management
- Customer rapport
- Product and service knowledge
- Inspiring leadership
- Product knowledge
- Customer complaint management
- Customer relationship building
- Project Management
- Department management
- Event planning and execution
- Brand building
- Competitive and trend analysis
- Marketing budget management
- Tactical planning

- Competitor analysis

## Education

---

<b>Data Science And Business Analytics</b> Austin, USA	<b>2024</b>
<b>MBA International Business</b> Amity International University	<b>2020</b>
<b>B.Com</b> Delhi University	<b>2017</b>
<b>Secretarial Practice Course</b> International Women Polytechnic	<b>2016</b>
<b>Sr. Secondary</b> Nehru International Public School	<b>2012</b>
<b>High School</b> Nehru International Public School	<b>2010</b>

## Certifications

---

- **Certification on** Power BI from PwC Switzerland.
- **Certification on** Data Analytics and Visualization from Accenture North America's