

## Garima Mishra

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Address- 95/251 Gupta Colony, T.P. Nagar, Meerut, U.P

DOB: 14-08-1995

Citizenship: Indian

## Objective

To seek challenging avenues where my knowledge matches with the organization's growth.

## Key Skills

- A dynamic and multitalented professional with Digital Marketing & International Business knowledge.
- Strong leadership and motivational skills.
- Entrepreneurial spirit
- Ability to handle pressure and team.
- Excellent in communication in written and verbal both.
- Fair knowledge of Wordpress CMS & Adobe Photoshop, premier pro & after effects

## Education

Year	Qualification	University/Board	Percentage
2018	MBA	A.K.T.U	81%
2015	B.Com	C.C.S.	56%
2012	Intermediate	C.B.S.E	87%
2010	High School	C.B.S.E	86%

## Experience

January 2023 - PRESENT

### **Pinstorm Technologies, Mumbai- *Client Servicing***

- Develop and nurture strong relationships with clients to understand their business objectives and goals.
- Serve as the main point of contact for clients, addressing their inquiries, concerns, and feedback in a timely and professional manner.
- Regularly communicate with clients to provide updates on project progress, campaign performance, and new opportunities.
- Identify, innovate and execute business ideas to improve service delivery.
- Research & build proposals for Client Presentations, reports & conduct client meetings
- Research on industry & competitor trends to apply best practices to client portfolios.
- Understanding client goals/Objectives & their entire digital marketing needs including SEM, Display Advertising, Email Advertising, Affiliate Marketing & more
- Work jointly with the internal team to drive campaign strategy & development
- Identify growth opportunities from client portfolio & drive revenue  
Research & keep updated information about emerging online trends & best practices within the digital marketing industry
- Represent the company at industry events, conferences, and meetings, effectively conveying our brand message and value proposition.

- Conduct thorough research to identify potential clients and market trends, staying informed about industry developments and competitor activities.

November 2022 - December 2022

**Vidya Prakashan Pvt. Ltd, Meerut – *Digital Marketing Manager***

- Planning digital marketing campaigns, including ecommerce, email, social media and display advertising
- Maintaining social media presence across all digital channels
- Measuring and reporting on the performance of all digital marketing campaigns
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Collaborate with influencers/agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

Jan 2022 - October 2022

**AVA Handfab Pvt. Ltd, Meerut – *Merchandising Manager***

- New sourcing & sample development.
- Self-estimated costing cost negotiation & finalization of orders as per buyer's comments.
- Regular coordination with all departments like sampling, production, and quality to ensure things are done perfectly and on time. Right from the new development till shipment of any style
- Participation in export fairs & booth setup
- Fully responsible for handling production related issues using their own expertise.
- Direct communication with buyers and plan meetings whenever necessary.

Jan 2017 - October 2021

**Sharda Exports, Meerut – *Social Media Optimizer & Export Merchandiser***  
As SMO:

- Come up with creative ideas while following the ongoing international trends.
- Create social media posts using different tools like Canva, Photoshop, adobe premiere, powtoons, etc.
- Schedule, run and optimize online campaigning for the social media posts
- Prepare schedule mix, social media calendars
- Worked on new collection launch social media campaign for TRR
- Handled social media account along with influencer marketing domestic & international

**As Merchandiser:**

- Roles involved in Product development, quotations, samples collections & presentations, production control/supervision.
- Fully responsible for handling production related issues using their own expertise.
- Ensure the goal set for the particular season if achieved, business development from various customers.
- Regular follow up buyers for a smooth running of the order for on-time delivery.
- Understanding the market trends and developing sample presentations for buyers accordingly.
- New sourcing & sample development.
- Self-estimated costing cost negotiation & finalization of orders as per buyer's comments.
- Critical path management.
- Regular update to the buyer on orders/sample status.
- Direct communication with buyers and plan meetings whenever necessary.
- Regular coordination with all departments like sampling, production, and quality to ensure things are done perfectly and on time. Right from the new development till shipment of any style

## Extra Achievements

- Featured thrice in the Philippines news channel for article on female politicians.
- Acknowledged by renowned stars for writing articles (Lucky Ali, Rahat Indori, Sahil Khan, etc)
- Launched a digital program of my previous company with zero budget.
- Trained company colleagues, photographers & factory workers with zero budget about impact of digital marketing on working behavior.
- Stood third in my college academics (M.I.E.T) during MBA while pursuing a full time job.
- Stood second place during college curriculum for innovative business idea in elevator pitch

## Personal Particulars

Father's Name	Late. Mr. M.S. Mishra
Mother's Name	Mrs. Neeta Mishra
Marital Status	Single
Hobbies	Traveling, Reading about Himalayas & Indian Mythology
Language	English & Hindi