

Ashita Sharma

Reliance Broadcast Network | MBA in Marketing (IBS Hyderabad)

Solution driven individual with experience in leading cross-functional teams in the development, documentation and delivery of process innovations driving attainment of business goals.

Marketing executive with an experience in campaign creation, brand building, intelligence gathering on existing customers, market research, strategy management and consumer behaviour. Highly motivated individual seeking opportunity within an organization that recognizes individual efforts and promotes holistic growth.

EXPERIENCE

Reliance broadcast network - BigFM, Bangalore

Management Trainee, May 2021 - Present

Accountable for interpreting client requirements and developing brand marketing strategies.

Designing creative marketing campaigns and promotional activities that meet the demands of the client's requirement and need. Conducted a trend analysis to identify potential startups and provide touchpoints for the interventions of Radio+Digital.

Developing the costing for the client's campaign and collaborating with different divisions inside the company for implementing and overseeing the campaign's effective completion. Analysis of data from Adex, Airchk, and CRM to provide a better understanding of the market situation and competition.

Saptraag foundation, New Delhi

Marketing intern, May 2020 - July 2020

Developed a brand strategy for communicating the company's products to target consumers.

Created innovative and promotional strategies to get the word out to a larger audience about the company's product. Conducted secondary research to determine the product's target market.

Managed daily operations, delegated and assisted in the creation of creative pitch decks and marketing strategies among other critical deliverables.

Amul - GCMMF, New Delhi

Marketing executive (intern), Feb 2020 - May 2020

Campaign building - Executed effective campaigns for the company during the pandemic resulting in an increase in the reach of the focus product and increased market penetration.

Market Research and Development (Camel and Lactose-Free Milk) - Conducted STP analysis for the company's focus product and designed creative marketing strategies for the company's primary product, as well as generating fresh ideas to extend the product's reach to the targeted demographic both digitally and physically.

Research and Development of Marketing Campaigns (Amul Chocolates) - Investigating and highlighting the pain points in each product category, as well as resolving issues by developing marketing campaigns and strategies to increase market penetration through promotional hampers, platform collaborations, on-the-ground activities, and infographic posters among other methods.

Worked with the distribution department and managed on-field sales executives - Managed on-field sales executives and assisted in the documentation of sales figures using DMS and SFA while analysing the difference between sales produced and developing social media tactics to boost sales.

Allstate solutions pvt ltd, Pune

Trainer, May 2017 - Apr 2018

Incharge of taking introduction classes and induct new employees into the company while teaching them how to operate the system.

Being the accounting department's youngest trainer, was accountable for identifying policy gaps by conducting a root cause analysis of the problem, and recommending effective solutions to the irregularities detected.

Allstate solutions pvt ltd, Pune

Associate, July 2016 - May 2017

Worked for the US insurance accounting department, where SAP and MAINFRAME were some of the primary programs used among others. Accountable for analysing client policies and giving the best options to keep them in the business, as well as issuing reimbursements by overseeing the operations.

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SKILLS

- Creative thinking
- Strategic market research
- Trend analysis
- Data analysis and critical Thinking
- Cross functional communication
- Creating, organizing and planning campaigns

PROJECTS

Strategic marketing management

Developed a marketing strategy for the Top Notch Wheels brand.

Digital Marketing

Created a blog "The Business Transition". Curated content and analysed the Bounce rate, Exit rate, Average time spend by the users through Google Analytics.

Market Reaserch

Analyzed consumer behavior to Identify the root cause issue related to negative penetration through factor Analysis via using SPSS tool as a medium

Successfully completed a signature course on **sustainable development goals and business**

ACHIEVEMENTS

- Moderated a business-oriented show For 200+ employees at Big FM, pan India
- Successfully placed the Amul's focus product in the market during the pandemic
- Youngest employee appointed for the post of process trainer at Allstate solutions pvt ltd.
- Conducted, hosted and performed various college events and Alumni meets.
- Secretary sponsorship at Alumni Relation cell at IBS hyderabad
- Executive member of Samavesh cultural committee at IBS hyderabad

EDUCATION

ICFAI Business School

MBA Marketing

Hyderabad, 2019 - 2021

Bhopal school of social sciences

Bachelor of commerce

Bhopal, 2013 - 2016

St.Xavier.Sr.Sec.Co-ed school

Bhopal