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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SHIVANGI SRIVASTAVA**    **+91 7985344389**  [**shiva.sri29aug@gmail.com**](mailto:shiva.sri29aug@gmail.com)**.**  Linkedin icon - Free download on Iconfinder **https://www.linkedin.com/in/shivangi-srivastava-709351235/**  Academic Details   |  |  | | --- | --- | |  | Pursuing **PGDM** in **Human Resource Management** from Jaipuria Institute of Management, Lucknow, scored **68%**  **BSc. In Hospitality and Hotel Administration** from **Institute Of Hotel Management** in 2019, scored **63%**  **12th** from **Seth M.R. Jaipuria School**, Lucknow in **2016**; scored **84%**  **10th** from  **Seth M.R. Jaipuria School**, Lucknow in **2014**; scored **83%** |   Knowledge Purview   |  | | --- | | * **Retail Marketing** | | * **B2B & B2C Client Acquisition** | | * **SEO and SEM** * **Microsoft Excel, Google Sheet** | | * **Video and Instagram Marketing** * **Social Media Marketing** | | * **Business Development** | | * **Email Campaign Tool - MailChimp** | | * **Industrial Labour Laws** |   Soft Skills    **Good presentation skills**  **Negotiator**  **Inquisitive**  **Creative**  **Flexible**  **Presence of Mind**  **Communicator** | Profile Summary   * Worked at **Pepperfry Ltd.** as **Studio Manager** * Pursued **PGDM in Marketing** and **HR** from **Jaipuria Institute of Management, Lucknow** * Work experience of **19 months** as **Supervisor** at **Jaypee Palace Hotel, Agra** where I executed many leadership tasks and team building activities. * Creative and result-oriented digital marketing professional with **1.5 years** of experience delivering quality content with **SEO skills.** * Possess in-depth knowledge of **current social media trends, content marketing** and **influencer strategies.** * Good proficiency in **ATL and BTL Marketing** * Skilled in **Email** and **Influencer Marketing** * Proficientin **Brand Management** and **Social Media Marketing** * Skillful in **Competitor analysis** and **Data** **interpretation** * Practiced **Content Marketing** and **Search Engine Optimization**.   Professional Experience   |  |  | | --- | --- | | **Title** | **JOB EXPERIENCE (Marketing and Business Development)** |  |  | | --- | | **Role Trainee Studio Manager at Pepperfry Ltd.** | | **Period 10th May 2023 to 3rd Jan 2024** | | **Learning** Handled **B2C**, **B2B** and **Corporate clients**  Maintaining and keeping a track of **Studio Sales Report**  Draft plan of action for **shooting marketing campaigns** and  **achieving monthly targets**  Developed robust **Email campaigns** that improved customer  retention by **24%**  **Bolstered the blog content** of company’s landing page which  drove up the website traffic by **32%**  Conducted **Competitor Analysis Survey**  Executed **business on-site meetings** with **Channel Partners**,  **builders** and **B2B Clients**  Connected with **20 influencers** across **3 social media platforms**   |  |  | | --- | --- | | **Title** | **SUMMER INTERNSHIP (HUMAN RESOURCE)** |  |  | | --- | | **Role Intern** at **TATA MOTORS LUCKNOW** | | **Period 01st June 2022 to 06th August 2022** | | **Learning** Worked at **Shop floor**  Responsible for “**Training & Skill Development”** of employees  Part of research project “**Digital OJT**”  Video editing with voiceover along with color grading and  motion graphics  Created a **Google Sheet** for shop floor staff to track their  performance  **Collect, analyzed, interpret** - Employee research Project  **Designed** new training techniques | |      |  |  | | --- | --- | | **Title** | **HOTEL OPERATIONAL TRAINEE** | | **Role** | **Acting supervisor** at **Jaypee Palace Agra** | | **Period** | **01st July 2019 to 10th Feb 2021** | | **Learning** | * Lead **meetings** and **sessions** with **corporate clients** * **Recruited** and **Interviewed** employees * Conducted **Business meetings** with **management and Travel Agents** * Executed **on-site visits** with **retail partners and competitor hotels** * Handled **STAAH** - **Hotel’s Reservation Portal** and **regulated the Room Rates** on daily basis * Took **training sessions** of the staff * Worked on **OPERA 5.0 (PMS)** * Maintained **Daily Sales Report** * **Task Management** and implementation of policies | | **Title** | **VOCATIONAL TRAINEE (IN FRONT OFFICE)** | | **Role** | **Vocational Trainee** at **Vivanta by Taj, Lucknow** | | **Period** | **09-May-2017 to 09-June-2017** | | **Learning** | * Handled guest Queries * Gained knowledge of room bookings procedure * Arranged **seminars** and **business** meetings * Worked as **GRE** in an international conference * Convinced and persuaded potential guest |   Training Exposure   |  |  | | --- | --- | | **Title** | **INDUSTRIAL TRAINEE (INTERNSHIP)** | | **Role** | **Intern at Trident Hotel Gurgaon** | | **Period** | **27-Nov-2017 to 23-Mar-2018** | | **Learning** | * Gained knowledge on billing and tax procedure * Dealt with **Business Tycoons** * Negotiate and persuade the customers * Co-ordinated with Travel Agents, MICE and Corporates * **Customer Service Management** |   Achievement and Awards   |  | | --- | | * Did certification course in **Human Resource Management**. * Conducted employee survey of top 5 companies | | * Participated in **Business Orientation Project**. * Volunteered and participated in **Annual HR Conclave 2021** * Received **SOAR certificate** from Oberoi Gurgaon during internship |   Extracurricular Activities   * Participation in **college fest (CONCORDIA) in many events and sports** * Learnt **Bharatnatyam Dance** for **2 years** and gave many dance **stage performances.** * Was part of **Independence Day Play** at college. * I am an animal lover. Caring and providing shelter to stray dogs and swimming is my hobby. |
| Personal Details   |  |  | | --- | --- | | **Date of Birth:** | 29th August 1998 | | **Languages Known:** | English and Hindi | | **Address:** | B-58 South City, Ratnakar Khand, Raibareily Road., Lucknow 226014. | | |