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|  **SHIVANGI SRIVASTAVA** **+91 7985344389****shiva.sri29aug@gmail.com****.**Linkedin icon - Free download on Iconfinder **https://www.linkedin.com/in/shivangi-srivastava-709351235/**Academic Details

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|  | 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

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| * **Retail Marketing**
 |
| * **B2B & B2C Client Acquisition**
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| * **SEO and SEM**
* **Microsoft Excel, Google Sheet**
 |
| * **Video and Instagram Marketing**
* **Social Media Marketing**
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| * **Business Development**
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| * **Email Campaign Tool - MailChimp**
 |
| * **Industrial Labour Laws**
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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

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| **Title** | **JOB EXPERIENCE (Marketing and Business Development)** |

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| **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**

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| **Title** | **SUMMER INTERNSHIP (HUMAN RESOURCE)** |

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| **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 |

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| **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

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| **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

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| * Did certification course in **Human Resource Management**.
* Conducted employee survey of top 5 companies
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| * 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.

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| Personal Details

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| **Date of Birth:** | 29th August 1998 |
| **Languages Known:** | English and Hindi |
| **Address:** | B-58 South City, Ratnakar Khand, Raibareily Road., Lucknow 226014. |

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