

NISHITHA SHARMA

MARKETING & BRAND STRATEGIST

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PROFESSIONAL SUMMARY

4+ years of experience in brand management and marketing. Proven expertise in executing impactful campaigns, optimizing workflows, and driving innovation to achieve business goals. Known for blending vision with hands-on execution to achieve organizational goals through innovation and operational excellence.

CORE COMPETENCIES

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|----------------------------|-------------------------------------|
| ✓ Hubspot, Zoho, CRM Tools | ✓ Creatives and Design Elements |
| ✓ E-mail Automation | ✓ Digital Marketing |
| ✓ Wordpress, Magento | ✓ Market and Competitative Analysis |
| ✓ Project Management Tools | ✓ Brand Marketing |

PROFESSIONAL EXPERIENCE

FREELANCE PROJECTS

(Gifts4Corporate, InkRage Tattoo Studio, Archana Creations, V-Studios etc)

Key responsibilities:

- Integrated Marketing Strategies: Developed and executed comprehensive marketing plans, including digital campaigns, to boost brand visibility and customer engagement.
- Multi-Channel Campaign Management: Designed and managed ad campaigns across platforms like Google Ads, Facebook, and Instagram, delivering ROI-driven results.
- Brand Identity Management: Established and maintained a cohesive brand presence across all touchpoints, ensuring alignment with organizational goals and client objectives.
- Market Research & Competitive Analysis: Conducted in-depth market studies to refine strategies and strengthen brand positioning in competitive markets.
- Content and Social Media Management: Oversaw content creation, editorial calendars, and social media platforms, driving audience growth and engagement.
- Performance Analysis & Optimization: Leveraged tools like Google Analytics to evaluate campaign effectiveness and implemented data-driven optimizations to enhance conversion rates.
- Customer Retention Programs: Developed loyalty programs and initiatives that increased customer retention rates and fostered long-term relationships.
- Influencer and Partnership Marketing: Collaborated with influencers and strategic partners to amplify brand reach and engagement across target audiences.

JOYALUKKAS

Operations - CRM and Marketing (April 2024 - June 2024)

Key responsibilities:

- **CRM Strategy Development:** Designed and executed CRM strategies to strengthen customer relationships and improve engagement throughout the customer lifecycle.
- **Zoho Implementation Training:** Successfully trained 97 retail stores across India on Zoho CRM implementation and chatbot functionalities, enhancing customer interaction efficiency.
- **Customer Behavior Insights:** Leveraged analytics tools to analyze customer behavior, preferences, and trends, shaping data-driven marketing and branding strategies.
- **Cross-Functional Collaboration:** Partnered with sales, product development, e-commerce, and customer service teams to align strategies and deliver cohesive, brand-consistent customer experiences.
- **Performance Tracking:** Generated comprehensive reports and dashboards to monitor KPIs, evaluate CRM effectiveness, and optimize marketing and branding initiatives.
- **Google Reviews Management:** Managed Cloudot software to streamline Google review responses, crafting a systematic structure to maintain brand reputation and customer trust.
- **Brand Identity Enhancement:** Developed and implemented initiatives to ensure consistent brand messaging and alignment across all customer touchpoints.
- **Customer-Centric Marketing:** Designed personalized campaigns based on customer insights, fostering loyalty and enhancing overall brand perception.

SSVAR Diamonds

Marketing Ops Specialist | August, 2020 - March 2024

Key responsibilities:

- **Content Strategy and Collaboration:** Partnered with the Creative Director and Copywriting Team to deliver two successful content projects for Anmol Swarn featured in the Art of Jewellery Magazine.
- **Budget Optimization:** Strategically allocated an \$ 1.5 Cr marketing budget for a jewellery startup, achieving maximum ROI and enhancing campaign effectiveness.
- **Revenue Growth:** Executed marketing strategies that increased company profits by 5-10 times while building brand awareness and meeting consumer needs.
- **Performance Analysis and Creative Design:** Monitored marketing performance metrics and designed creative assets to align with brand objectives and audience engagement.
- **Email Marketing & CRM Management:** Managed customer interactions, tracked leads, and nurtured relationships using HubSpot and other CRM tools, leading to effective deal closures.
- **Operations and Leadership:** Recruited, trained, and managed teams, fostering a productive and collaborative environment to achieve organizational goals.
- **ERP and Process Automation:** Oversaw inventory control, sales tracking, procurement processes, and account management using ERP software, while implementing automation to enhance efficiency and reduce errors.
- **Event Portfolio Development:** Curated a successful portfolio of offline marketing events for Anmol Swarn, gaining recognition in the Art of Jewellery Magazine.
- **Strategic Planning and Financial Analysis:** Analyzed financial trends and forecasts to inform data-driven strategic decisions and succession planning.
- **Process Improvement:** Streamlined operational processes, automating routine tasks to minimize errors and boost overall efficiency.

RELEVANT PROJECTS

SSVAR Diamonds

Market Research and Brand Positioning: Conducted comprehensive market research to understand consumer preferences, market trends, and competitors. Developed a brand positioning strategy that aligns with the firm's unique value proposition. (Offline Market)

Customer Relationship Management (CRM): Implemented tracking on a CRM system (Hubspot) to manage customer interactions, track leads, and personalize marketing efforts.

Content Marketing and Storytelling: Focused on content creation that tells the brand's story, craftsmanship, and heritage. Crafted a magazine highlighting captivating content centered around the jewelry which SSVAR creates.

Joyalukkas India

DEPLOYING ZOH0: Successfully deployed Zoho CRM from scratch, encompassing data integration, customer segmentation, and leveraging SalesIQ to track customer footprints. Worked on different Modules for implementation of Zoho in Retail, B2B and E-commerce.

Configured Zobot and AnswerBot with relevant knowledge bases to enhance customer interaction and support. Additionally, seamlessly integrated these tools to ensure a cohesive system. This deployment enabled efficient tracking of customer behavior, personalized communication, and improved customer service, leading to a more streamlined and effective CRM process.

EDUCATION

PES UNIVERSITY (2017-2019)

MASTERS OF BUSINESS ADMINISTRATION (MBA) : Marketing and Supply Chain Management
CGPA: 9.32

PUNJAB TECHNICAL UNIVERSITY (2014-2017)

BACHELORS OF BUSINESS ADMINISTRATION (BBA) : General Management
CGPA: 8.00