

SWATI SHARMA

+91-7018759083 | sharma.swati650@gmail.com | <https://www.linkedin.com/in/swati650/>

OVERVIEW

- **MBA – Business Analytics & Marketing** (in collaboration with IBM) from Chandigarh University, Punjab
- Dynamic and motivated business executive with a proven record of delivering sales and marketing data-driven analytical solutions and insights with strong leadership and organizational abilities
- Key functional areas of delivery include Market Research, Ideation and Strategizing, Media Planning, Performance Analysis, Brand Marketing, Copy and Design, Descriptive and Predictive Analytics

WORK EXPERIENCE

Dharma Life Sciences LLC, Bangalore

Jan 2020 – Aug 2020

Marketing Executive

- **Skills Acquired:** Ideation and Strategizing on Marketing Initiatives, Customer Segmentation, Maintaining Marketing Database, Performance Analysis and Reporting, Predictive Analytics, Brand Marketing, Email Marketing, Networking and Client Presentation, Design and Development of Marketing Collateral, Market Research, Maintaining and Coordinating Website Updates

WeP Solutions Limited, Bangalore

Aug 2018 – Dec 2019

Pre-Sales Executive

- **Skills Acquired:** Market Assessment, Product Assessment, Client Presentation, Delivering Product Training, Product Deployment, Customer Issue Resolution, Requirement based Product Design and Customization, Performance Analysis and Reporting

WeP Digital Services Limited, Bangalore

Mar 2018 – May 2018

Marketing and Sales Intern

- **Skills Acquired:** Market Research and Analysis to Evaluate Trends, Brand Awareness, and Competition, Social Media Monitoring, Data Extraction, Lead Generation, Brand Marketing, Descriptive Analytics

PNB Media, Gurgaon

Jun 2017 – Jul 2017

Digital Marketing Intern

- **Skills Acquired:** Creating Social Campaigns using Blogs, Email Campaign and Social Media Content, Collecting and Analysing Quantitative and Qualitative Data from Marketing Campaigns to check success, Off-Page SEO activities including business listing, press release, directory listing

PROFESSIONAL EXPERTISE

Market Research – Mental Health Space

- Market Research on Mental Health Practitioners in countries including India, Australia, Canada, South Africa and the UK

Holistic Marketing for finding New Market opportunities and Redesigning the Brand – Mental Health Space

- Found a new market opportunity and redesigned the brand by evaluating the current market in India for Mental Health involving renaming and redesigning the products

Technical Support – Kiosk-based Cloud Printing Solution in Educational Institutions

- Carried out Testing, POC and Deployment of first ever Kiosk-based Printing Solution in Educational Institutions in India

IT SKILLS

Programming Languages

SQL

Analytical Tools

Cognos Insight, SPSS, Watson Analytics, Google Analytics, Excel, Power BI

Marketing & Design Tools

Facebook Ads, Google Ads, LinkedIn Marketing, Instagram Marketing, Mailchimp, Canva

EDUCATION

Chandigarh University, Punjab (*May 2018*)
MBA (Business Analytics and Marketing)

C.G.P.A – 8/10

Himachal Pradesh University, Shimla (*May 2016*)
B. Com

C.G.P.A – 8/10

Himachal State Board, Shimla (*May 2013*)
Senior School (Commerce)

Percentage – 83.6

ACHIEVEMENTS & EXTRA-CURRICULARS

- Awarded “Excellent Job award” for the first ever POC pertaining to a new Project
- Organized “Demystifying Analytics” – A National level symposium on analytics at Chandigarh University
- Member of organizing committee for Management Fest at Chandigarh University