# EXPERIENCE



Niharika

# Profile

Team player with strong communication and interpersonal skills, responsible, able to take charge and complete tasks in a timely manner.

## Skills & Abilities

Social Media Marketing

Public Relations (PR)

Photography

Videography/Video Editing

Content Curation/Copywriting

Content Management System (CMS)

Email Marketing

Paid Social Media Campaigns

Client Relationship Management

Event/Exhibition Management

Public Speaking

## software knowledge

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

iMovie/Final Cut Pro

Mailchimp

MailUp (Email Marketing)

WordPress

Microsoft Office

## contact information

**Email**niharika.378653@2freemail.com

**C/o-Mobile** +971506425478

## Hellmann worldwide logistics, DUBAI: Jan 2017 – jan 2018

##### marketing and corporate communications coordinator

|  |  |
| --- | --- |
| * Social Media Marketing
 | * Paid advertisement
 |
| * Public Relations
 | * Supplier/Vendor Management
 |
| * Copywriting
 | * Videography
 |
| * Data Visualization
 | * Photography
 |
| * Email Marketing
 | * Marketing Analytics
 |
| * Intranet
 | * Event/Exhibition Management
 |

For more details, please visit my LinkedIn profile.

## HELLMANN WORLDWIDE LOGISTICS, DUBAI: FEB 2015 – JAN 2017

##### IT Solution Specialist

|  |  |
| --- | --- |
| * Client Relationship Management
 | * Sales
 |
| * Lead Nurturing
 | * Cold Calls
 |
| * IT Business Projects
 | * Marketing
 |
| * Intranet
 | * Graphic Designing
 |

For more details, please visit my LinkedIn profile.

## HELLMANN WORLDWIDE LOGISTICS, DUBAI: OCT 2014 – FEB 2015

##### Customs Brokerage Specialist Intern

|  |  |
| --- | --- |
| * Sales
 | * Cold Calls
 |

For more details, please visit my LinkedIn profile.

## schlumberger asia services limited: july 2013 – sept 2013

##### SUPPLY CHAIN MANAGEMENT INTERN

|  |  |
| --- | --- |
| * Microsoft Access
 | * Database creation
 |
| * User training
 | * Presentation
 |

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# Education

## Heriot-Watt University, Dubai: sEPT 2017 – SEPT 2019

##### MSc. in International Marketing Management with Digital marketing

|  |  |
| --- | --- |
| * Contemporary Consumers
 | * Communications and Branding
 |
| * Strategic Marketing
 | * Advances in Digital Marketing
 |
| * Marketing Logistics
 | * Project Management
 |
| * ICT Utilisation within the SME context
 | * Research Philosophy and Practice
 |

## Manipal University, Dubai: SEPT 2011 – JULY 2014

##### bsc. in information systems and management with e-commerce specialization

Courses taught were:

|  |  |
| --- | --- |
| * Technical Communication
 | * Mathematics & Statistics
 |
| * Computer Applications
 | * Problem Solving Techniques
 |
| * IT Essentials (CISCO)
 | * Principles of Management
 |
| * Accounting and Financial Management
 | * Database Management Systems
 |
| * Computer Programming
 | * Graphics Design and Applications
 |
| * Organizational Behavior
 | * Business Applications
 |
| * Computer Networks
 | * Object Oriented Concepts
 |
| * Internet Applications
 | * Research Report Writing
 |
| * Marketing Principles and IT
 | * Information Systems
 |
| * Visual Programming
 | * Java Programming
 |
| * E-Commerce
 | * Technology Management
 |
| * Project Management
 | * Consumer Behavior
 |
| * Supply Chain Management
 | * Online Advertising
 |
| * Recent Trends In IT
 | * Information Security
 |

Being a part of the IT Student Committee, I looked after the following for the IT events organized:

|  |  |
| --- | --- |
| * Social Media Marketing
 | * Sponsorship Management
 |
| * Emcee
 | * Event organizer
 |
| * Content Creation
 |  |

During my specialization, I was awarded a scholarship and an academic excellence award.