# 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](mailto: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 |

For more details, please visit my LinkedIn profile.

# 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.