**Pooja**

[Pooja-392830@2freemail.com](mailto:Pooja-392830@2freemail.com)

**SUMMARY**

A MBA Marketing with 1.10 year of work experience as Marketing Executive. ATL & BTL activities, lead generation, sourcing, time management & Communication.Exploring opportunities in world of marketing & sales, interacting new people.

**EDUCATION**

**2016-2018 MBA-IEIBS Akademia- Mumbai**

* Master of Business Administration in Marketing & HR- 69%

**2013– 2016 NG Joshi BedekarCollege - Mumbai**

* Bachelor of Commerce -68%

**2011 - 2013 ST. John The Baptist high School & junior college. -Mumbai**

* H.S.C -66%

**2011 ST. John The Baptist high School & junior college. -Mumbai**

* S.S.C -62%

**ACADEMIC PROJECTS**

**Summer Internship**

**Company Name-: Post ADS**

**Duration-17th April 2017 – 17th June 2017 (2 months)**

* Convincing Customers.
* Knowledge Regards to outdoor advertising.
* Client Services.
* Lead generation.

**ADDITIONAL QUALIFICATIONS**

* Certificate of MSIT.

**WORK EXPERIENCE: 1.10 Year**

**2017July-2018 April ACE Mentors Pvt. Ltd.**

**Role:**Marketing Executive

**Responsibilities**

* Creating tools for Marketing
* Rolling out Offers and Schemes
* Interaction with Candidate with different types of Communication
* Shooting offers for More Admissions
* Maintaining reports on Daily Basis
* Vendor Coordination.

**2018 May-2019 May-Puraniks Developer Public ltd.**

**Role**: Marketing Executive

**Responsibilities**

* Assisting with Planning, Organizing & Rolling out new as well as festive Marketing Schemes for Referral Department.
* Responsible for Increasing Sales through References from Existing customers and employees.
* Planning Innovative Marketing Strategies For New Upcoming Projects
* Vendor Coordination
* Maintaining Reports of printing & Expenses
* Execution of BTL Activities in our Existing Residential Societies on Monthly basis
* Briefing the Creative Team for Marketing Collaterals and to ensure the same is placed at respective locations
* Generating Leads from Existing Clients and guiding them towards the sales process
* Creating good rapport with Customers
* Interacting with Customers on sites
* Marketing Research on Quarterly Basis