

Nishtha Maheshwari

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Seeking an innovative and responsible position wherein my professional knowledge can be utilized appropriately, with exposure to new areas to enable me to make useful contributions for benefit of company.

PROFESSIONAL EXPERIENCE

Cognixia

Associate Account Manager - 01/2021 to till date

- **Account management:**
Key Focus: Client Relationship Management (US Market)
Putting in sales efforts by understanding the client requirements & providing solutions to close data skill gaps.
- **Social Media Marketing:**
Creation, Scheduling & Management of Social Media across multiple platforms. Measure and report on the performance of social media marketing campaigns, adjusting tactics as needed to optimize performance. Manage special projects for the company and engage community marketing efforts to increase brand awareness. Increased their reach by 6 times generating further traction in online business channel.
- **Market Research:**
Collect and update competitive data to be used in developing product requirements, sales tools, strategic and tactical plans. Identify opportunity markets to expand reach.

INTERNSHIP EXPERIENCE

Tata Motors

Market Research and Business Development Intern - 03/2020 to 05/2021

Project Experience and Responsibilities:

- **Rozgaar Express:** A research on the migrant labour during lockdown phase for the states of Bihar and Jharkhand. Primarily focused to find prospective customers among the labour thereby providing them with job opportunities and strengthening the rural market segment at the same time.
- **Project Neev:** Market research on Tata Gramin Mitra under the Red TGM bracket in the Jharkhand. Market analysis focusing on the reasons behind the inefficiency of the Red TGMs and strategies to shift the TGMs under red brackets to green or yellow brackets.
- **Customer Micro-segmentation and Market Penetration:** Market study and research on the customer micro-segmentation in the pickup segment of Mahindra. Micro penetration of the newly launched product Intra V30 on the basis of the data and analysis of the research.

Dr. Sudhakar Ayur Lab

Marketing Intern from 06/2020 to 09/2020

- Managing social media handles for digital marketing of the company's products.
- Drawing out strategies for Amazon Marketing, Email Marketing, Social Media Marketing, and Content Marketing
- Administered marketing calendar and posted new content to coincide with new product releases.

TMHM India

Digital Marketing Intern from 04/2016 to 05/2017.

- Strategized social media campaigns for clients, helping to meet goals and reach untapped potential customers.
 - Lead a team of interns to coordinate campaigns.
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EDUCATION

- **Master of Business Administration** (Marketing)
ICFAI Business School, Hyderabad|2019-2021(7.82/10.00 CGPA)
 - **BA Economics Honors with Management**
Institute for Excellence in Higher Education, Bhopal|2016-2019(65%)
 - **XII- CBSE (Commerce)**
Carmel Convent Sr. Sec. School, Bhopal|2016 (82.96%)
 - **X- CBSE**
Carmel Convent Sr. Sec. School, Bhopal|2014 (7.60/10.00 CGPA)
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SKILLS

- MS Excel
- MS PowerPoint
- MS Word
- Interpersonal Communication Skills