

Nishtha Maheshwari

Associate Account Manager

Results-oriented Marketing Specialist proficient in developing creative marketing collateral for diverse projects. Establishes clear standards and enforces protocols for consistent, high-quality results.

Work History

- 2021-01 - Current** **Associate Account Manager**
Cognixia, Vadodara, Gujarat
- **Account management:** Working closely with various corporate for providing learning programs on various emerging technologies. Secured high-value international accounts through consultative selling, effective customer solutions and promoting compelling business opportunities.
 - **Marketing:** Managed marketing campaigns to cultivate brand awareness and drive website traffic. Improved and boosted brand image by implementing focused marketing campaigns and engaging in professional networking to support outreach.
 - **Market Research:** Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
- 2020-06 - 2020-09** **Marketing Intern**
Dr. Sudhakar Ayur Lab, Lucknow, Uttar Pradesh
- Assisted marketing coordinators and graphic designers with website copywriting and proofing. Managing social media handles for digital marketing of company's products which increased overall engagement rate overall by 35%.
 - Drawing out strategies for Amazon Marketing, Email Marketing, Social Media Marketing, and Content Marketing.
 - Prepared weekly updates and reports to track growth and success rates of marketing campaigns.
- 2020-03 - 2020-05** **Market Reseach and Business Development Intern**
Tata Motors Ltd, Jamshedpur, Jharkhand
- Created proposals and organized pursuit documentation to support marketing staff. Collaborated with team members to help design marketing campaign for Bihar and Jharkhand which got implemented all across India increasing sales by 15% in rural market segment.
 - Identified areas for improvement and collaboration to increase knowledge and rectify problems.

Contact

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Phone

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Skills

Account Management

Strategic planning

Marketing and advertising

Brand development

Social media marketing

Digital marketing

Campaign Management

Software

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Education

2021-12 - **Executive Program: Strategic Digital Marketing & Analytics**
2022-04

Indian Institute of Management (IIM) Rohtak - Rohtak

2019-05 - **MBA: Marketing**

2021-06

ICFAI Business School - Hyderabad

2016-03 - **Bachelor of Arts: Economics Honors**

2019-03

Institute For Excellence in Higher Education - Madhya Pradesh