

Priya Mishra

Age: 26 | Female | M: 9811913706
mishrapriya2495@gmail.com

WORK EXPERIENCE

Senior Executive - Business Development

ID Tech Solutions Pvt. Ltd.

November 2021 to January 2022

- Evaluate customer preferences to ensure that client requirements are met; gather and analyze data regarding competitor pricing and products to assess customer and market trends and provide revenue forecasting.
- Provide face leadership into the accounts on the delivery of new propositions, products, and services.
- Responsible for Marketing and Sales of Plastic cards; Smart Cards; RFID, Time Attendance Access Control systems & Various Software-based Solutions.

Interim Training Specialist

Amazon India

July 2020 to October 2021

- Design and conduct training and development programs to improve individual and organizational performance.
- Present information using a variety of instructional techniques or formats, such as role-playing, simulations, team exercises, group discussions, videos, or lectures.
- Attend meetings or seminars to obtain information for use in training programs or to inform management of training program status.

Customer Service Associate

Amazon India

June 2018 to July 2020

- Keep records of customer interactions or transactions, recording details of inquiries, complaints, or comments, as well as actions, are taken.
- Resolve customers' service or billing complaints by performing activities such as exchanging merchandise, refunding money, or adjusting bills.

INTERNSHIP SUMMARY

- Completed 6 months as SEO Executive and Content Writer at Seoczar IT Services PVT. LTD. at Noida Sector-7 from January 2018 - June 2018, working on search engine optimization, analytical skills, Google Webmaster Tools, and teamwork.
- Completed 3 months as a Management trainee at Mint Wealth Management from May 2021 - August 2021, learning about Equity trading, Mutual Funds, analytical skills.
- Pursuing Social Media Marketing internship at Magsway Technology since March 2022, working on social media management, influencer marketing, campaign creation, monitoring, etc.

ACADEMIC PROJECTS

- **Search Engine Optimization Project:** Studied the impact of SEO on a certain website to get it ranked on google.
- **FHV Intercultural Project:** Studied the tourism industry of India and Austria in collaboration with Austrian students.
- **Project on Mutual Funds:** Studied about Mutual Funds, their importance, uses, how it works.
- **Project on Building and Sustaining Brand Loyalty via Social Media Platforms:** Studied the impact and use of social media on brand loyalty for existing and upcoming brands.

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EDUCATIONAL BACKGROUND

IIM Rohtak

Certification in Strategic Digital Marketing & Analytics
December 2021 to Present

BHARATIYA VIDYA BHAVAN's USHA & LAKSHMI MITTAL INSTITUTE OF MANAGEMENT (BULMIM), NEW DELHI

PGDM in Marketing, IT & Operations
August 2020 to Present

Satya College of engineering & technology Maharshi Dayanand University, AICTE

B.Tech (CSE)
Aggregate: 72.75%
August 2014 to May 2018

Mayur Public School, CBSE

Delhi
XII
Aggregate: 58.2%
2011 to 2013

Mayur Public School, CBSE

Delhi
X
CGPA: 7/10
2010 to 2011

INTERESTS

- Reading
- Writing
- Editing
- Traveling

POSITIONS OF RESPONSIBILITY

Coordinator, Poetry Society

2016 to 2017

- Active participation with self-composed poetry.
- Organized and coordinated poetry events at college and university fests.

YouTube

2016 to Present

- Content creation and backend management for the channel

PARTICIPATION

- Third rank in Inter-college Presentation
- Participated in Ethical Hacking workshop conducted by Microsoft
- Performed at the annual festival of Satya Group of Institutions
- Performed a play for the International Women's Day Celebrations
- Performed self-composed poetry

TECHNICAL

Certification in Fundamentals of Digital Marketing

Google
2020