

LAKSHITA SHARMA

Office Marketing

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lakshita1234@gmail.com

EDUCATION

BATCHELOR'S IN BUSINESS ADMINISTRATION
2010-2013

MAISM (JAIPUR)
M.COM - ABST
RAJASTHAN UNIVERSITY
2014-2015
M.COM - EAFM
2016-2017
M.B.A
MAISM (jaipur)
2018-2020

SKILL

- Clint management
- Consumer behavior understanding
- Brand management
- Advance excel

STRENGTHS

- Collaborative
- Technical Know-How
- Detail-Oriented
- Solving Problems
- Analytical Skills
- Teamwork Skills
- Continuous Learning

ABOUT ME

Results-driven and creative Marketing Manager with over 4 years of experience in developing and executing strategic marketing campaigns across digital and traditional platforms. Proven ability to increase brand visibility, drive lead generation, and boost revenue through data-driven insights, customer segmentation, and integrated marketing strategies. Adept at team leadership, market research, content development, and campaign performance analysis. Strong communication and project management skills with a track record of delivering measurable business results in competitive markets.

WORK EXPERIENCE

SARVODAYA CO-OPERATIVE SOCIETY *2016-FEB*

cashier

- Processed customer purchases and returns efficiently while ensuring a positive customer experience.
- Maintained daily cash register balances and reconciled discrepancies.
- Issued receipts, refunds, and change to customers as required.

GENIUS SOLUTION PVT. LTD *2017-2020*

Office executive

- Managed day-to-day administrative tasks to ensure smooth office operations.
- Handled incoming and outgoing correspondence, emails, and phone calls professionally.
- Maintained records, filing systems, and organized important documents and reports.

ASTRO MEDIPHARM PVT. LTD *2022-2024*

marketing manager

- Developed and executed comprehensive marketing strategies to drive brand awareness and business growth.
- Planned, managed, and optimized digital marketing campaigns across SEO, SEM, social media, and email.
- Conducted market research and competitor analysis to identify trends and opportunities.