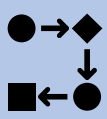




# Karishma Sanduja

Sales and Marketing



Strategic



Achiever



Relator



Maximizer

## INFO

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91 8860032216
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Karishmasanduja09@gmail.com
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9<sup>th</sup> Oct 1996
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627 Sec-4, Gurgaon,  
Haryana

## ACADEMICS

- Master of Business Administration  
(Marketing & Analytics)  
Op Jindal University, Haryana  
2020
- Bachelor of Business Administration  
(International Business)  
Manav Rachna University, Faridabad  
2018
- HSC  
Delhi Public School, Vasant Kunj  
2016
- SSC  
Blue Bells Model School, Gurgaon  
2014

## TECHNICAL SKILLS

- Excel
- Power Point
- Google Ads
- Google Analytics

## KEY IMPACT AREAS

- Project Management
- Strategy Formation
- Database Management
- Analytical Skills
- Critical Thinking
- Interpersonal Skills
- Market Research
- Category Management
- Operation Management

Result oriented professional, targeting opportunities as Senior Business Associate in an organization of high reput in Product or Service sector to implement the acquired experience and skills to keep growing.

## WORK EXPERIENCE

**HOTLINK ( Startup Company)**  
**Marketing Analyst**

Aug 2020 - March 2022

- Managing B2B SAAS Software
- Supervising Sales across Americas, Europe, Asia Pacific and UAE
- Planning Go to Market Strategies- Analyzing existing gaps and bridging them.
- Market research -Put in Secondary research to bring the platform to DIY level.
- Reports Management- Closely worked with the technology team to discuss & implement the researched features and strategies
- Data Base management.

## FREELANCING

**BOYO- Bold As You (FMCG)**  
**Marketing Manager**

- Collaborating with team to handle all marketing activities of the FMCG brand.
- Handled collaborations with D2C brands like Tata 1MG, Shopee, Supple
- Managed Supply and Operations for the Brand
- Designed and managed on store activities for Boyo Products.

## INTERNSHIPS

**WOBB**  
**Campaign Manager**

- Taking up brand’s requirements for their marketing campaign
- Providing them suitable list of influencers for shortlisting
- Coordinating with influencers
- Making sure the campaign is complete on time efficiently and effectively

**Maruti Suzuki.**  
**Sales intern at NEXA.**

- Branding of the company’s products through social media and campaigns
- Management of data for marketing and sales of their automobile
- Preparing and analyzing monthly and yearly reports of their sales

**Goeventz**  
**Marketing and Business development**

- Generated leads using social networking sites like Facebook, Instagram and google ads
- Worked as client service representative, answering to the client's concerns
- Collaborated with other departments to better address client needs
- Social media branding of the company