

Twinkle Matharu

Sales and Marketing

A recent marketing graduate with a hands-on experience of 1.5 years and a sophisticated individual with background propelling company offerings and brand through focused strategies. Focused when analyzing competitors and target market to determine unique selling proposition and maximize revenue. Also, a confident and smooth communicator when delivering presentations and maintaining client relationships. In addition, an organized and adaptable individual who's knowledgeable about emphasizing long-term retention of key customers.

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WORK EXPERIENCE

Executive – Sales and Marketing Techcons Hospitality

2017 - 2019

Tasks

- Develop strategies, leads, and execute on general marketing efforts, and strategy in order to promote the brand internally and externally.
- Completed call reports, paperwork and on-going personal training by required deadlines.
- Fostered lasting relationships with customers through effective communication and quick response, resulting in long-term loyalty and expanded client base.

Intern

Marks and Spencer

2017

Tasks

- Built rapport with clients to facilitate trusting relationship and provide setting conducive to growth.
- Maximized productivity by analyzing protocols and identifying areas for improvement.
- Coordinate with the outsourced digital team over the distribution of marketing messages via social media and other internal media, including reporting on activity and interactions and making recommendations for improvements.

EDUCATION

Master's in Management Studies (Marketing)

Lala Lajpat Rai Institute of Management

2021

PG in Luxury Brand Management and Fashion Marketing

FAD International

2017

SKILLS

Digital Marketing

Client Management

Brand and Content Management

Sales Strategy

Marketing Strategy

MARKETING RESEARCHES

Co-authored a research book 'The role of social media marketing (SMM) on consumer buying behavior with respect to the fashion industry'

- The research study revealed that social media marketing positively influences on consumer buying behavior in the fast fashion industry .

Co-authored another study - 'An in-depth study on mobile marketing in the luxury sector'

- The research brought to light that luxury shoppers are turning toward mobile devices to research and purchase products, making mobile Web site design and search engine optimization must-have marketing strategies for brands moving forward.

CERTIFICATIONS

Digital Marketing Course by Internshala

Acquired knowledge on how to help increase the number of sales and revenue, branding of a company and how to generate better ROI.

Google Analytics by Google

Learnt how to create an account, implement tracking code, analyze basic reports, and set up goals and campaign tracking.

Social Media Certification by Hubspot

Gained an understanding on how to shape the conversation around a business, build loyalty, and attract new customers and partners.

LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

Punjabi

Full Professional Proficiency