



NG

NISHTHA GOYAL

EXPERIENCE

SAKARNI PLASTER INDIA PVT LTD

3RD SEPTEMBER 2018 TILL DATE

DIGITAL MARKETING HEAD

1. Handling Online & Offline Promotions, POs, procurement, contracts
2. Handling FCA data: Officers and Debtors
3. Handling Sakarni Bandhan app, including data scrubbing and managing reports
4. Maintaining credit control system, implementation, and daily cash flow in company
5. Planning and stargazing Dealers Incentive Schemes and on ground Implementation.
6. Analysing and comparing financial reports and pricing proposals from several trusted suppliers before negotiating terms and prices to obtain the best deal for the company.
7. Keeping track of all goods and services ordered and received, and maintain accurate inventory records including details on price, performance, and delivery.
8. Working with owners to establish viable, cost effective, and strategic sourcing objectives.
9. Involved in Budgeting, Planning and Implementation process directly with CEO
10. Planning the schemes as a reward to motivate clients in form of tours, or any other item.
11. Weekly visits to Dealers for increasing Sales

SKILLS

- Marketing Strategization
- Media & Budget Allocation
- Marketing Campaign Conceptualization
- Management of Execution of Marketing Strategy
- Seamless Communication on Client & Team Side
- Client Relationship Building & Team Management



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MADSPARK: DIGITAL MARKETING AGENCY
MARCH 2015 TO SEPTEMBER 2018

MARKETING & ACCOUNT MANAGER

1. Coordinating with clients to understand their expectations & requirements
2. Performing research for client towards the market, customer trends and competition
3. Strategizing & formulating the marketing plan for the client
4. Creative conceptualization of ideas to suit client's brand image
5. Negotiating and closing deals post client pitching for the agency
6. Managing execution of marketing strategy for each client
7. Coordinating with internal team to discuss ideas and getting the best possible work done for the client
8. Full coordination of pre-service, during service and post-service objectives on both client and team side

EDUCATION

MBA, MARKETING IN INTERNATIONAL BUSINESS

APRIL 2015

BIRLA INSTITUTE OF MANAGEMENT & TECHNOLOGY

B.TECH, COMPUTER SCIENCE

MAY 2013

GALGOTIA COLLEGE OF ENGINEERING & TECHNOLOGY

HIGHER SECONDARY

MARCH 2009

Sachdeva Public School, Delhi

MATRICULATION

MARCH 2007

Sachdeva Public School, Delhi



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