

**SHIVANI MISHRA**

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**EDUCATION**

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**IILM GRADUATE SCHOOL OF MANAGEMENT, GREATER NOIDA** **2019-2021**  
**M.B.A (Marketing)** with 66.00%

**MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR, RAWATBHATA (RAJASTHAN)** **2012-2015**  
**B.COM** with 55.00%

**SCHOOL**

- **CLASS X -ATOMIC ENERGY SCHOOL, Rawatbhata (Rajasthan)** - Secured 52.0% in 10th from CBSE board. **2009**
- **CLASS XII - ATOMIC ENERGY SCHOOL, Rawatbhata (Rajasthan)** - Secured 53.0% in 12th from CBSE board. **2011**

**INTERNSHIPS**

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**Clarissa Resorts Pvt.Ltd** **10/2019-12/2019**  
**Business development executive** with 2.0 Months exp.  
**Description -**

- My Role was to generate leads and converted them into interested leads.
- I have done cold calls to travel gents and event management companies and converted them Successfully.
- Also, responsible to deliver sales presentation to event management companies.

**Clarissa Resorts** **6/2020-7/2020**  
**HR (intern)** with 1.0 Months exp.  
**Description -**

- Responsible to design and implement overall recruiting strategy, interacting with candidates.
- Sourcing Candidates through LinkedIn and other sources.
- Responsible for conducting telephonic interview and salary negotiation.

**WORK EXPERIENCE**

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**Columbia Asia Hospital** **4/2016-8/2017**  
**Executive Nurse** with 1.0 Years exp.  
**Description -**

- My role was to Manage patients queries, handling calls, admission and discharge processes.
- Also, Responsible for collection of patient's data and entry their data in hospital database.

**ACADEMIC PROJECTS**

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**Distribution Channel of KJS Cement.**  
**Description -**

- Detailed Study to understand the supply Chain Management, Logistics and Distribution Channel of KJS Cement.
- To accomplish The Study effectively, Conducted Webinars in Presence of Industry professional to get more insights about the working of KJS Cement..

**Project on comparative study on marketing strategy of JAVA MOTORS**  
**Description -**

- Conducted Field study on Java Motors to understand 4Ps, Segmentation, Targeting, Positioning and Marketing mix of Java Motors.
- Also, conducted SWOT Analysis of Java Motors.

## **Live project at Clarissa Resorts.**

### **Description -**

- My Role was to generate leads through cold calling and converted them into interested leads .
- Also, responsible to handle Social Media Marketing of Clarissa resort.

## **LEADERSHIP EXPERIENCE**

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### **Coordinator in International marketing Conference**

#### **Description -**

- Student Coordinator in NEW AGE BUSINESS PRACTICES(NABP) International marketing Conference held at IILM Graduate School of Management, Greater Noida.
- Volunteer in Discipline and Logistics Committee.

### **Coordinator in 7th PRME International Conference 2020**

#### **Description -**

- Student Coordinator in IILM's 7th PRME (Principle of responsible management Education) International Conference 2020.
- Volunteer in Discipline and Logistics Committee

## **SKILLS AND INTEREST**

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**Skills:** Microsoft Excel

**Languages Known:** English,Hindi,Oriya

**Co-curricular Activities:** Dramatics,Creative Work,NGO,Student Clubs,Cultural Programs

**Other Skills:** • Computer skills: Basic in MS word, MS Power Point and MS excel, Public speaking, Leadership, Negotiation Skill, Teamwork, Easily Adaptable.

## **ACHIEVEMENTS**

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1. Student Coordinator in women entrepreneur ( interview taking, story & award giving ceremony)
2. Co-curricular activities - stage activities, Dramatics , leading student groups in clubs.
3. Awarded best entertainer of the year award 2019 at IILM GSM.