

PERSONAL PROFILE:

- Name : Isha Avinash deshpande
- Languages : English, Hindi, Marathi
- Date Of Birth : 12/12/1999
- Gender: Female

ISHA DESHPANDE

MSC IN STRATEGIC MARKETING
BBA IN EVENT MANAGEMENT

PROFESSIONAL SKILLS

- Market Analysis
- Google Analytics
- Data Analysis and Management
- Marketing Campaign Designing
- Event Production
- Canva, Hootsuite, MailChimp, Bitly, HubSpot, Meta Suite, Survey Monkey, CMS, Salesforce, WordPress
- Microsoft Excel/Word/PPT
- Adobe Illustrator/premiere pro/photoshop

PERSONAL SKILLS

- Good Communication Skills
- Adaptive
- Zeal to Learn New Things
- Explorer
- Fun Loving and Enthusiastic

CERTIFICATION

- Coursera Certification on Introduction to Marketing : 2020 (Wharton University of Pennsylvania)
- Coursera Certification on AI in Marketing : 2021 (University of Virginia)
- Coursera Certification on Primate Conservation 2021 (University of Colorado Boulder)
- Google Advanced Analytics certification
- Strategic content marketing course from University of California, Davis

HOW TO CONTACT ME

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WORK EXPERIENCE

Global Marketing Executive

Alvan Blanch UK

British manufacturing company since 1956, providing drying, processing and turn key solutions.

April 2023 - Present

- Maintaining website health
- Looking after SEO, tracking with Google Analytics
- Designing new pages and posts on word press site
- Planning marketing campaigns via SM, Print, Events.
- Social Media Marketing, using hubspot and curating campaign across platforms.
- Brand Activation via Print, Digital, Events, Associations
- Liasing with Australia and Czech republic head quarters for marketing materials.
- Organizing, planning, designing, managing, executing worldwide exhibition stands.
- Accomplished 13 exhibitions in 10 months.
 - -AGRITECHNICA, Germany (world's biggest agricultural exhibition) handled budget - £200k
 - LAMMA (UK biggest agricultural exhibition) handled budget - £100k
- Coordinating with vendors for marketing supplies.
- Designing stand, social media posts, stand graphics using Adobe illustrator, indesign, photoshop and canva.
- Vendor management, PO raising, liaising with finance team for releasing payments, budget meetings, budget curation for marketing.
- Organising employee engagement events like BBQ, Christmas parties.
- Management of marketing inventory and production house.
- Training an marketing intern under my tenure

University Experience

MSc in Strategic Marketing from Cardiff University United Kingdom.

Sept 2021 - Sept 2022

- Final Project - Proposing a holistic Strategic Marketing Plan for a consulting company : Consulting Mastered
- Application of Marketing theories into practical work, applied modules were
 - Marketing Metrics - Behavioural Aspects of Marketing
 - Marketing & Society - Integrated Marketing Communication
 - Digital Marketing. - Social Media Data Analysis
- Class Representative for FY 21-22 batch
- Attending meetings with module leader and fellow representatives for modifications or suggestions in the course

Marketing Executive

Westend Mall : Nexus Malls -

Nexus Malls is the Indian retail portfolio arm of world's leading investment firm, The Blackstone Group.

Dec 2018 - July 2021

- Executed Total 34 Marketing Campaigns with total managed budget of **5 Lac \$**.
 - Shopping centre consisted of 150+ brands, liaising with the brand manager for marketing support.
 - Extending mall marketing support for bleeding brands, analysing sales reports of brands and curating activations/campaigns to push categories.
 - Liaising with the media team to Curate digital campaigns from conceptualisation, content creation till post campaign analysis.
 - Lead branding campaigns on TV, Outdoor, Digital and rest media touch points. Eg: Time of India
 - Allotting media budgets and making Annual Marketing Plans.
 - Managing social media analytics through hootsuite and meta suite.
 - Using google ads, content marketing, website optimisation, Email Marketing, social media sponsored ads for SEO and lead generation.
 - Managing CRM using softwares like salesforce and HubSpot
 - Generated weekly sales reports with ROI parameters
 - Building relationship with content creators and influencers as influencer marketing was important mode of promotion.
 - Strategized and executed Annual Marketing Plan for FY 19-20 till 0.5 million \$.
 - Market analysis was done by understanding the target audiences, competitors and the situational study for launching a new marketing campaign
- Marketing Budgets handled : from **1355 \$** to **5 Lac \$**
- Sales revenue improved by: from **43.2 million \$** to **60.9 million \$** annually
- The per person spend improved : from **12\$** to **22\$**

Marketing Consultant

BOX ASSORT

A start-up making fine dine available at every home

Feb 2020 - Nov 2020

- Planning of Digital Marketing Campaigns for Brand Positioning
- Executed Campaign Commercials for lead generation
- Activated influencer marketing channel for lead generation which reduced CPL by 3.5x

Events - Experience

4 Entertainment

Jan 2018 - Nov 2018 (1 Year)

- Handeled Event production, Client Meets, Event Execution

Worked in more than 40 Events Like

- VH1 SuperSonic 2018 (India's one-stop destination for live music acts) (Backstage Manager)
- Sunburn 2180 (Sunburn is a commercial electronic dance music festival held in India) (Marketing Team)
- IPL 2018 (The Indian Premier League is a professional Twenty20 cricket league in India) (Marketing Team)
- Firodia Group Events (India's Leading Auto Mobile & Aggregates Manufacturing Group)
- Sonu Nigam Concert (International Award Winning Singer) (Console Management)
- FilmFare Awards (The Filmfare Awards are a set of awards that honour artistic and technical excellence in the Hindi-language film industry of India) (Backstage Manager)
- Bonsai Namaste (International Bonsai tree exhibition)

ACADEMIC QUALIFICATION

Education	University	CGPA/Percentage
MSc Strategic Marketing	Cardiff University	Merit
BBA in Event Management	National Institute of Event Management	63%
HSC (2017)	Amruta Vidyalaya	72%
SSC (2015)	Jnana Prabodhini Navnagar Vidyalaya	93%

HOBBIES

- Travelling & Exploring
- Socialising
- Playing the instrument called Ukulele
- Writting down my Experiences

Declaration

i hereby declare that the above information is accurate to the best of my knowledge and belief