**Sarika Tainwala**

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Mailing Address: sarika14@hotmail.com

LinkedIn address: <https://www.linkedin.com/in/sarika-tainwala-51807314/>

Content portfolio: <https://medium.com/@sarikatainwala>

Creative content: <https://www.behance.net/sarikatainwala>

Voice over portfolio: <https://soundcloud.com/sarika-tainwala-921062748>

Personal blog links: https://travel8033.wordpress.com/2016/09/01/

**Career snap shot**

Lead generation & marketing professional with 7+ years of experience

**Objective**

To evolve as a communications professional & contribute towards the profitability of the organization

**Employment chronicle**

**Marketing manager- Marcom**

**& Research PDA Ventures Private Limited**

**Bangalore (Jan ’23 - Mar ’23)**

**Key responsibilities**

- Write high-quality content for social media & marketing materials

- Ensure all content is on-brand, consistent in terms of style, quality & tone of voice

for all channels including online, social media, email & print media

- Ideate creatives for social media posts on all event properties i.e. BME, Windergy, Brews & Spirits & IBEX

- Co-ordinate with design team for execution of social media posts

- Content creation for exhibitor mailers on all event properties i.e. BME, Windergy,

Brews & Spirits & IBEX

- Acquiring media partnerships for all expos i.e. BME, Windergy, Brews & Spirits & IBEX

- Content creation & co- ordination with creative team on IBEX post show report

**Communications manager Global Wings Media Pvt.Ltd.**

**Bangalore (May ’20- October ’21)**

**Key responsibilities**

**Prospecting**

-Conducting research to identify prospective customers, perform cold outreach & create new opportunities for expanding the customer base

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| --- | --- |
| **Lead generation & business development**  -Generated leads & identified new prospects via cold calling  - Cold called, identified decision makers & fixed appointments  - Reached out to new customers proactively through phone calls, emails, social media accounts  - Generating & nurturing leads using different marketing channels  - Techniques used are cold calling & social media  - Classify hot, warm & cold leads basis the client’s needs, budget & decision-making capabilities  - Converting hot leads, nurturing warm & cold leads  **Lead status updation**  - Create & maintain a daily call report  - Created, maintained & updated database of prospects/customers with complete information |  |

**Generating business requirements**

-Making the first pitch presentation to clients

-Presenting company credentials to clients

-Gaining business requirement & need post presentation

**Marketing communications**

-Appointed vendors- Production houses, photographers, printers & designers

-Coordinate with internal teams & clients on creative development of marketing collaterals

-Conceptualized & designed company logos, brochures & collaterals – Desi Masala & Globalwings Media

**Content development**

-Social media post content- Facebook, Instagram

-Website content: Le Posh salon, PR Constructions & Interio, Globalwings Media

-Company brochures - Globalwings Media & Desi Masala

-Developed scripts for short videos on social media: Desi masala, Saachi, Globalwings Media

-Create tag lines for group businesses - Saachi packaged drinking water, Globalwings Media

**HR & recruitment**

- Executed the entire gamut of tasks in recruitment   
encompassing candidate sourcing & screening including first round of interviews

**Lead generation manager iMagic Creatives Pvt. Ltd. Bangalore**

**(Sept ’13- Aug ’15)**

**Key responsibilities**

**Research**

-Research target market during lead generation activities

-Understand the pain points faced by the prospects during communication & suggest relevant marcom solutions

**Lead generation**

- Cold called & identified decision makers & set up appointments

- Generated sales leads through database & personal contacts

- Answered customer queries regarding products, services & pricing

- Set up & attended meetings with head of sales & creative with clients

- Developed estimates & business pitches in co-ordination with production,

creative & servicing teams

**-** Attended & visited events & exhibitions to network with industry folks to identify sales opportunities

-Exhibitions attended were Tool Tech, IMTEX, Stona

**Business development**

- Approached clients independently & with strategy teams to present our offerings

-Generated business pitch opportunities

-Generated business for marketing collaterals with Wienerberger India, Kirloskar Electric, Cafe Coffee Day, Gommateshwara Granites & Indelec Smart Lightening Solutions

**Account manager Think IMC, Bangalore**

**(Aug ’10- Jan ‘13)**

**Key responsibilities**

**Tele-calling & business development**

- Cold called on a self generated database & identified decision- makers

- Contacted new customers via personal network & social media accounts

- Send introduction emails to business prospects

- Attended meetings & pitched for business with internal teams

- Developed estimates & business pitches in co-ordination with production, creative & servicing teams

**Account management**

- Co-ordinate with vendors for timely delivery of work & processing invoices

- Coordinate with different departments i.e. writers, designers & production to design & develop print ads for Peart Healthcare Pvt.Ltd.

- Timely delivery of ads materials

- Executed the PR plan for product launch at Le Meridian, as part of the Tydal hair oil campaign

**Senior manager Marketing & Sales**

**Infra Chemical Inds Ltd., Bangalore**

**(Nov ’05 - Jan ‘10)**

**Marketing & branding**

-Developed collateral's & signage’s for the company to ensure maximum visibility with distributors

**Operations & logistics**

-Periodic follow-ups for cheque collections & payments from key

manufacturers & distributors

-Client relationship management for new business

**Freelance voice over artiste Jan 2005 – Present**

* Recorded for radio jingles with Vijaya studios, Decibel studios & Audiocraft Studios for
* Reynoo App
* Desi Masala Restaurant
* Saachi packaged drinking water
* SNN Builders
* Blue Bot Digital   
  Hosachiguru - Bristlecone farms
* Valentine’s Day – Bank Bazaar

**Education**

2019 Professional Course in Content writing- Digital Academy 360, Bangalore

2016 Writing School- Leads Learning & Development Solutions Academy, Bangalore

2009- 2010 Executive General Management Program (EGMP), IIM, B

2005 Six months Management Development Program- Young Professionals Program

(YPP); IIM,C

2003- 2004 Post Graduate Diplomas in Marketing Management- St. Josephs College of

Administration, Bangalore

1999- 2000 100 hours Psychology Honors Program in Personal Growth & Interpersonal

Relations, Bangalore

1998- 2001 B. Com- Mount Carmel College, Bangalore

**Workshops attended**

* Writing techniques at Write Club
* Nitin Sonis “Superpower Author Workshop”
* Bloggers Meetups at Lahe Lahe on “Beating the Bloggers Block”
* “Let’s Write” meet up at Dialogues Cafe by Author Anupam Dasgupta
* Book launch and bloggers meet up by author Nikita Sony by Women’s Web
* Times Lit fest events

**Personal Information**

* Date of Birth : 13/01/1980
* Address : #113, 2 street, Bank Avenue annexe, Banaswadi, Bangalore – 560043
* Languages : English, Hindi, Marwari, Kannada
* Hobbies : Glass and canvas painting, dancing, blogging
* Marital Status : Unmarried