



NIKITA S LUND



CONTACT ME AT

📍 Ashirwad, #U'11', 1st cross,
Pipeline, Malleshwaram,
Bangalore - 560003

✉ nikita.lund93@gmail.com

🌐 nikita-s-lund

☎ +91 9739918384



SKILLS SUMMARY

- People skills
- Advanced Excel
- Data Analysis
- Lead Generation
- Strategic Thinking
- Problem Solving
- CRM (Salesforce)



CERTIFICATIONS

Market Research and Consumer Behavior

Branding and Customer Experience

Google Analytics

The Fundamentals of Digital Marketing

EXECUTIVE SUMMARY

A dedicated and persevering professional with a clear, logical mind; and problem solving abilities. An effective communicator possessing excellent presentation & soft skills with honed marketing management and a drive to see things through to completion. Proficient in establishing meaningful connections with potential clients, stimulate sales and finalise transactions.

WORK EXPERIENCE

Media Sales Manager - India, South Asia & Middle East, The CEO Magazine, Bengaluru | Sept' 2022 - Current

- Secondary Research and identify relevant companies, lead generation and conversion.
- Interview C-suite executives, CEO's and MD's of 50+ renowned companies such as Adani Airport, Parle Agro, KEI Industries, Bharat Coking Coal Ltd, Mukand Ltd to name a few for them to be featured in the Magazine for each edition.
- Build rapport and maintain strong and effective relationships with the CEO's and meet their Marketing and PR needs.
- Connect with partners/suppliers of the major companies to help them with their marketing needs while celebrating their operational excellence and supply chain management.
- Demonstrated products and services to potential clients online, provided ongoing support, and generated over \$50K in each quarter.
- Track CRM data on Salesforce and submit weekly sales reports to management.

Assistant Manager - Himatsingka Seide Ltd, Bengaluru | Jan' 2017 - June 2019

- Handled the employee interface to clarify queries and formulate reports.
- Intermediary for collating, preparing, and submitting documents to Consultants.
- Trained and delegated tasks to team members and ensured it was done on time.



EDUCATIONAL HISTORY

Alliance University, Bengaluru

MBA, Marketing | July 2019 -
August 2021

St. Joseph College of Commerce

PGDFM | June 2015 - April 2016

Jain University, Bengaluru

B.COM | June 2011 - April 2014



LANGUAGES

English

Hindi

Sindhi

Kannada

- Handled payroll, and prepared and filed TDS and TCS returns.
- Created and managed action plans in response to Audit discoveries and Compliance violations.

Analyst - Ernst & Young, Bengaluru | June 2014 - April 2016

- Prepared IT Returns involving foreign country benefits and double taxation issues.
- Prepared Quarterly tax withholdings, Hypothetical taxes & Tax Equalization Calculations, NOC, and PAN applications.
- Prepared submissions for tax scrutiny cases of the individuals.
- Interacted with assignees globally, clarified their doubts, and obtained relevant data.
- Formulated reports of Employee declarations.

INTERNSHIP

Kantar IMRB, Bengaluru | June 2020 - July 2020

Analysed and conducted Primary and Secondary Research on the Indian Retail market Post Covid-19 using online surveys, video interviews, and focus groups to gauge the customer experience across India. Also, in order to understand the technological space in the context of the Retail sector, formulated relevant strategic shifts based on consumer sentiments.