



# Ankita Saxena

OPERATIONS MANAGER

## Profile

Throughout my career, I have demonstrated a passion for excellence and a commitment to delivering outstanding results. My experience in marketing and operations has equipped me with a comprehensive understanding of project management and team coordination. I take pride in my ability to effectively multitask and ensure the successful execution of projects while maintaining a high standard of quality.

## Employment History

### BDE , INXS Creations Pvt Ltd, New Delhi

AUGUST 2016 – MARCH 2017

I've played a pivotal role in nurturing client relationships and driving business growth. This role involves effective communication, strategic planning, and a keen eye for detail to exceed client expectations. It includes collaboration among internal teams, negotiates contracts, and continuously identifies new opportunities, contributing significantly to the company's success in the dynamic events industry.

#### 1. Client Relationship Management:

- Build and nurture strong, positive relationships with existing corporate clients.
- Understand the needs, preferences, and goals of corporate clients to provide tailored solutions.
- Regularly communicate and engage with clients to address their concerns, gather feedback, and ensure their satisfaction.
- Collaborate with different teams internally to ensure seamless delivery of products/services to clients.

#### 2. Corporate Client Engagement:

- Cultivate and strengthen relationships with specific corporate clients like Paras Dairy and Dainik Jagran.
- Act as the primary point of contact for these key clients, addressing their needs and inquiries promptly.
- Collaborate with internal teams to ensure the successful execution of projects or services for these clients.
- Identify opportunities for expansion and growth within these specific client accounts.

#### 3. Social Media Management:

- Create engaging and relevant content for various social media channels (e.g., Facebook, LinkedIn, Instagram) to promote the company's products/services.
- Monitor social media platforms for comments, messages, and mentions, and respond in a timely and professional manner.

#### 4. Communication and Collaboration:

- Collaborate with sales, marketing, and other relevant departments to align strategies and ensure a cohesive approach in client management and social media efforts.
- Communicate effectively with clients, both written and verbally, to maintain transparent and positive relationships.

### Marketing Executive, Dodiff Marketing Solutions, New Delhi

## Details

H.No. 638, UG-1 Shakti Khand 4  
Indireapuram, Ghaziabad (UP)  
Ghaziabad, 201014  
India  
9354311642  
[ankusaxena777@gmail.com](mailto:ankusaxena777@gmail.com)

## NATIONALITY

Indian

## DATE / PLACE OF BIRTH

11 March 1994  
Ghaziabad (UP)

## Links

<https://www.linkedin.com/in/ankitasaxena-91b>

## Skills

Fast Learner

Communication

Microsoft PowerPoint

Leadership

Ability to Work in a Team

Microsoft Excel

Adaptability

Effective Time Management

Microsoft Office

Communication Skills

## Hobbies

Painting, Listening Music

## Languages

English

Hindi



APRIL 2017 – JUNE 2019

Dodiff Marketing is an events & exhibitions company.

I worked here as a Senior Marketing Executive. My role in this company have been comprehensive, involving strategic planning, research, relationship management, representation, and coordination with advertising partners. This experience likely equipped me with valuable skills in marketing, communication, industry understanding, and project management.

Job Responsibilities:

1. Marketing Strategies:

- Creating and implementing marketing strategies to promote events and exhibitions. This likely included identifying target audiences, determining the most effective marketing channels, and planning campaigns to attract attendees and participants.

2. Industry Research:

- Conducted research to stay updated on industry trends, market demands, and competitive landscape. This information would have been essential for shaping my marketing strategies and ensuring the company's offerings remained relevant and competitive.

3. Dealer Handling:

- Managing relationships with dealers/vendors, which could have encompassed tasks such as coordinating their involvement in events, addressing their inquiries and concerns, and ensuring their needs were met to facilitate successful participation.

4. Exhibition Representation:

- Served as the company's representative at exhibitions. This would have involved engaging with event attendees, showcasing the company's services, answering questions, and potentially fostering partnerships or collaborations.

## **Coordinator (Operations), Vivero International Preschool & Child Care, Noida**

JUNE 2019 – MARCH 2020

I've done tasks related to different aspects of administrative and management responsibilities. I've played a crucial role in schools by ensuring smooth operations and effective communication. I've managed schedules, handle logistics for events, and maintained records. Additionally, I facilitate interactions between teachers, students, and parents, helping to create a positive learning environment.

1. Meeting and Coordination with Parents for Admissions and Other Assistance:

- Schedule regular meetings with parents to discuss admission procedures, academic progress, and any concerns they may have.
- Provide information about the institution's programs, policies, and facilities.
- Address parents' inquiries and guide them through the admission process.
- Maintain clear communication channels through emails, phone calls, and in-person meetings.

2. Team Management:

- Supervise and lead a team of staff members, including teachers and administrative personnel.
- Clearly define roles and responsibilities for each team member.
- Set performance expectations and provide regular feedback on their work.
- Foster a positive work environment that encourages collaboration and



productivity.

### 3. Assigning Tasks to Support Staff:

- Understand the strengths and skills of each support staff member.
- Delegate tasks based on individual capabilities and workload distribution.
- Clearly communicate task expectations, deadlines, and priorities.
- Monitor progress and provide assistance when needed.

### 4. Operating Internal Events:

- Plan and organize various internal events, such as workshops, seminars, and school functions.
- Create event budgets, timelines, and task lists.
- Coordinate logistics, including venue booking, catering, and equipment setup.
- Promote events within the institution and ensure smooth execution.

## **Founding Team- Service Operations, GrabGuidance , New Delhi**

DECEMBER 2020

The responsibilities collectively I've contributed to the growth and reputation of GrabGuidance as a leading online doubt-solving platform, enhancing the learning experience for students and supporting the professional development of experts within the education technology sector.

As part of my role at GrabGuidance, my key responsibilities encompassed:

#### 1. Expert On-boarding:

- Streamlining the on-boarding process by identifying qualified experts in various subject areas, ensuring a diverse and knowledgeable pool of talent.

#### 2. Expert Training:

- Providing training to experts on GrabGuidance portal. Explaining all the details of how to use the portal step by step.

#### 3. Live Session Moderation:

- Overseeing and moderating live doubt-solving sessions, maintaining a conducive learning environment, and ensuring a high standard of interaction and engagement between experts and students.

#### 4. Content Creation:

- Crafting educational and informative content, including written explanations and solutions, to address common doubts and provide valuable learning resources for students.

#### 5. Webinar Coordination:

- Organizing and orchestrating engaging webinars on platforms like YouTube, featuring expert insights, student success stories, and interactive Q&A sessions to foster a sense of community and knowledge sharing.

#### 6. Team Management:

- Leading and supervising a dedicated team, delegating tasks effectively, and fostering a collaborative atmosphere to achieve company objectives and deliver outstanding educational services.

## **Education**



## **PGDM, Institute of Marketing & Management , New Delhi**

JUNE 2014 – JULY 2016

Post-graduated in marketing & finance stream.

## **BBA, IINTM, GGSIPU, New Delhi**

JUNE 2011 – JUNE 2014

## **12th , K.D.B Public School , Ghaziabad**

APRIL 2010 – APRIL 2011

## **Internships**

### **Marketing Intern, Bank of India , Ghaziabad**

MAY 2015 – JULY 2015

- Making proposals on loans
- Data collection and analysis
- Dealing with customers
- Analysis of competitors' activities

## **Extra-curricular activities**

### **New Delhi**

- Handled coordinating activities for Blood Donation Camp in IINTM, GGSIPU in 2011 & 2014.
- Making strategies in Sambhav Foundation Society (NGO)
- Won 1st Prize in NUKKAD NATAK show conducted in IMM in 2015.
- Handled marketing activities during World Marketing Congress an Annual event organized by IMM.

## **Courses**

## **References**