



Sashrika Mittal

Bayes Business School (formerly Cass) | EY | Business Administration Graduate

London, UK

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Links

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Languages

English (Fluent)

About

I have a strong understanding of marketing principles and a drive to succeed in the competitive world of luxury marketing. Equipped with deep passion and knowledge for the luxury brand industry, I am a quick learner and eager to apply their knowledge to real-world projects. A creative thinker and effective communicator, I am eager to bring my passion and energy to a dynamic marketing team. Looking for opportunities to grow and make a meaningful impact in the luxury brand industry, I am an enthusiastic and driven professional, ready to make their mark.

BRANDS WORKED WITH

Bharti Axa Life Insurance

Bient Technologies

EY

Metvy

Experience



Analyst

EY | Sep 2021 - Aug 2022

As part of EY's Forensic Technology and Innovation Department, I helped produce thought leadership content, articles and video scripts for the media and the EY website on latest cyber security trends, data privacy challenges, compliance management, data governance and data analytics.

- Worked directly with C-suite executives to create concept and content for marketing collateral - product brochures and briefs, presentations, surveys and client case studies among others - as per EY branding norms
- Conducted extensive market research and analysis on competing products and services to enable better service management and drive sales initiatives
- Initiated a series of marketing campaigns including print, digital and social media for EY's fraud analytics tool
- Established 3 market surveys to identify the risk areas across 10+ key parameters sent across to 1000+ CFOs/CEOs
- Helped organise, manage and market an external client event held in Bangalore, Mumbai and Delhi with a foot-over of 150 clients and employees
- Worked on sales generation within Forensic Technology and eDiscovery Services (FTDS) using EY client research tool across 3+ marketing channels, created a database of 500+ leads Tools Used - PowerPoint, Excel, Adobe Spark, Advanced Canva

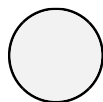
Market Research Intern

Metvy | May 2020 - Jun 2020

- Performed deep market research about the networking industry and artificial intelligence and received an LOR from CEO for exceptional performance
- Prepared various reports on the given topics about the need of the hour in the field of networking
- Saved up to 15% cost by finding economical vendors to outsource some operations

Human Resources Intern

Bharti Axa Life Insurance | Jun 2019 - Jun 2019



Content writing intern

Bient Technologies | Oct 2018 - Nov 2018

- Wrote 7 articles about cryptocurrency and blockchain which were also published on their website
- Updated the news column about blockchain and cryptocurrency daily after researching and drafting headlines
- Increased revenue by 23% by correct targeting through relevant content