



Pearl Kesariya

An extrovert person who thrives on communication. Possessing 2.5+ years of experience in marketing, 2 years in retail.

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Languages

English

About

With a strong background in customer care at Marks and Spencer, I excel in providing exceptional service and efficient stock management. Skilled in cash handling and inventory control, I thrive in fast-paced retail settings, ensuring smooth operations and satisfied customers.

BRANDS WORKED WITH

- Epic Marketing India
- Khavanu Pivanu, Majja Ni Life
- Marks and Spencer
- Socheers pvt ltd
- Social Samosa

Experience



● Customer Service Assistant

Marks and Spencer | Oct 2023 - Jan 2024

- Provide friendly and efficient customer assistance, addressing inquiries.
- Operate cash registers accurately, ensuring a smooth checkout experience for customers.
- Maintain well-stocked shelves, replenish products. Stock management & inventory control

● Senior Account Executive

Socheers pvt ltd | Nov 2022 - Aug 2023

Through meticulous consumer research, I deciphered their preferences, and strategically crafted campaigns that authentically connected with them, resulting in a tangible positive impact on their purchasing decisions. Monitor progress of campaigns using various metrics for performance reports. Create and oversee advertising/communication campaigns social media platforms, influencer marketing and promotional events. Worked for brands like AmazonminiTV, Courtyard By Marriot, Taiwan Government.



● Business Development Executive

Social Samosa | Aug 2022 - Oct 2022

Attract and nurture clients . Prepare and deliver sales pitches. Creating and assisting marketing plan for reaching prospects.

● (Co-Founder

Khavanu Pivanu, Majja Ni Life | Aug 2020 - Aug 2022

Developed business from scratch . Researched, developed and procured products from all over India . Created marketing and sales strategies

● Marketing Executive

Epic Marketing India | Mar 2021 - Jul 2022

Created and executed strategies for brands. Write copy for diverse marketing distributions (brochures, press releases, website material etc.) Client servicing. Proven expertise in client servicing, demonstrating effective communication, problem resolution, and relationship management to ensure client satisfaction. Business development.

ENTREPRENEURIAL EXPERIENCE

Education & Training

● Kings College

Msc International Marketing,

2018 - 2021

● Mithibai College, Mumbai University

Bachelor of Management,