



Simone Sharma

Strategic marketer with strong communication skills and results-driven focus, committed to driving success.

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Languages

English

About

Growth-driven INDIVIDUAL with leadership abilities in product category management, forecasting, and market intelligence. Adept at fostering collaboration across sales teams and supply chain members to drive strategic initiatives with a keen eye for detail and a passion for delivering exceptional results

BRANDS WORKED WITH

- Landmark Group
- Nike
- Hollister Co.
- World Economic Forum

Experience



● Intern

Landmark Group | Nov 2023 - Feb 2024

- Spearheaded comprehensive market research and consumer behaviour analysis, tailored exclusively for market segment, delivering invaluable insights crucial for strategic decision-making processes
- Implemented customer relationship management (CRM) strategies to personalize communication and fortify relationships with high-net-worth clients.
- Amplified brand presence across various platforms, leveraging innovative strategies and negotiating influencer partnerships resulting in 120% sales increase



● Intern

Nike | Jul 2022 - Sep 2022

- Identified key performance challenges and developed strategic solutions through research, analysis, and impactful presentations
- Developed insights into solution-based strategies influencing footwear, apparel, equipment, and digital innovations
- Provided strategic recommendations and findings to athletes, coaches, and internal partners, promoting the work and image of the NSRL group externally



● Operations Assistant

Hollister Co. | Feb 2024

- Engineered data-driven inventory strategies using comprehensive market research and analysis of evolving consumer trends
- Conducted thorough analysis of customer feedback and sales data pinpointing opportunities for innovation and refinement
- Crafted VIP customer programs tailored to high-value clientele, elevating retail experience to utmost levels of sophistication



● Strategist

World Economic Forum | Jan 2023

- Directed interdisciplinary projects, advancing sustainable solutions and securing a 40% surge in funding allocation.
- Applied problem-solving methodologies to analyze issues, resulting in a 30% reduction in poverty rates in targeted regions.
- Delivered high-impact presentations to 100+ senior executives, effectively communicating insights and recommendations, resulting in a 40% increase in funding allocation towards sustainable development projects.
- Conducted detailed financial analyses and market research findings to streamline project budgets and identify cost-saving opportunities.

Education & Training

2023 - 2027

● University of Bath

Bachelor of Business,

