

HRITIK KARWA

Mobile: +44-7880228907 ~ Email: karwahritik1@gmail.com

Address: J5, Deen House, 46-48 Mount Pleasant, Liverpool, L3 5SD, UK

LinkedIn: <https://www.linkedin.com/in/hritik-karwa-28a02a1a2/>

M.Sc. (International Business) with experience in Sales & Marketing, Business Development, and Client Relationship Management (CRM).

Entry Level Assignments

Business Development

A BRIEF SNAPSHOT

- Gained knowledge of driving marketing plans, institutionalizing analytics for top-line and bottom-line impact.
- Deft at handling sales and ensuring effective client relationship so as to ensure business growth.
- Proactive in working on marketing programs for brand awareness, image building, demand creation, lead generation and interfacing with departments for effective implementation.
- Extended support to the marketing team through sector specific research and tracking, design and development of marketing collaterals with a strong ability to engage with people at different levels.
- Served my family business of manufacturing plywood & dealings in timber from production, operations to sales with experience of more than 3 years in India.

CORE COMPETENCIES

- | | | |
|------------------------|--------------------------|------------------------|
| - Brand Management | - Product Marketing | - Market Research |
| - Competitive Analysis | - Analytics & Reporting | - Inventory Management |
| - Email Marketing | - Social Media Marketing | - Client Engagement |

KEY DELIVERABLES

- Designing campaigns aligned with business goals along with monitoring the ROI and KPIs.
- Managing end-to-end digital projects along with establishing web presence to boost brand awareness.
- Ensuring brand consistency by liaising with Marketing, Sales and Product development teams.
- Raising profitability by suggesting and implementing direct marketing methods.
- Getting marketing collaterals, advertisements developed to help the company meet its target.
- Analysing business developments, monitoring the market trends and developing the brand story in media.

WORK EXPERIENCE

Feb 2023 – Apr 2023 with NatWest Group, Manchester as Operations Analyst and Customer Service

Key Learnings

- Ensured that all the clients are addressed in a timely and professional manner by imparting them guidance on how to use the platform effectively.
- Monitored and reported on key performance indicators for clients by developing & implementing effective marketing strategies.

Jul 2020 – Sep 2020 with IFL Securities Ltd., Mumbai as Marketing & Finance Intern

Key Learnings

- Prepared research studies on more than 15 firms in order to provide stock price guidance to the clients.
- Gained knowledge on performing technical and fundamental analysis.

Feb 2020 – Mar 2020 with Futwork, Mumbai as Business Development Intern

Key Learnings

- Developed a variety of marketing skills and ensured attracting new clients.
- Successfully brought in four companies to help them grow.

Nov 2019 – Jan 2020 with Shree Balaji Computer Trading Co, Mumbai as Sales & Marketing Intern

Key Learnings

- Dealt with the clients and pitched them to closed 8 contracts.
- Created inventory and reviewed company's accounts.

ACADEMIC CREDENTIALS

- 2022 **M.Sc. (International Business)** from The University of Liverpool, Liverpool
Studied subjects such as International Strategy and Management, including important business and management issues arising in emerging economies and graduated with Merit grades i.e. (2:1).
Key modules included: Introduction to International Business, Managerial Finance, Marketing Management, Globalization Governance and Global economies, Global Corporate strategy, International Management.
- 2020 **Bachelor of Commerce** from HR College of Commerce & Economics, Mumbai, University of Mumbai, Mumbai with CGPI 6.7/10
Key modules included: Accountancy, Financial Management, Commerce, Business Management, Business Economics, Business Law, Direct and Indirect Taxation and Export Marketing.

ADDITIONAL QUALIFICATIONS

- **Google Digital Marketing & E-commerce Professional Certificate; 2023**
Completed 7 different courses of digital marketing and e-commerce of Google through Coursera. Learnt to manage digital marketing campaigns, attract and engage customers. Gained knowledge on how to build, launch and manage e-commerce stores online and measure performance through analytics.
- **Salesforce Essential Training; 2023**
Acquired fundamental knowledge of Salesforce, including the management of existing customer accounts and contacts, as well as the handling of potential business deals through opportunities and leads.

EXTRAMURAL ENGAGEMENTS

- Accomplished the 'We Can Work It Out 2022' consultancy challenge organised by the Management School of University of Liverpool, which helped in developing the skillset.
- Undertook responsibility as the Creative's Head for Young Leaders Club at University of Mumbai- HR College for 2018-19.
- Organized and volunteered as a Leader at the college's Career Fest in August 2019.
- Bagged Certificate of Appreciation for Volunteering the Skill Series Workshop held in February 2019 and January 2018 organised by Young Leaders Club of HR College.
- Completed second year of painting at the Tripura Art Society, which was accredited by the Institute of Mass Communication Film in Mumbai in 2013.
- Contributed by collecting funds for HelpAge India Organisation from 2012-14.
- Received certificate of Merit for being the Best Organiser from Young Leaders Club of the year for 2018-19.

TECHNICAL SKILLS

MS Office (MS Word, MS Excel and MS PowerPoint), Salesforce, HubSpot, Shopify, Google Analytics

PERSONAL DOSSIER

Date of Birth: 28th July 1999
Languages Known: English and Hindi