

# Mihir Shah

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## Career-Focus

Want to contribute in a team and at an institution with my exceptional capabilities of being **expandable** and **optimistic** in **accurately** accomplishing any given task. Would like to gain experience by enabling my **marketing**, **management**, and **collaborative** skills thus utilizing my ability to **innovate and experiment** with new technology and available resources to complete tasks **efficiently**.

## Skills / Strengths

- Digital Marketing
- Client Servicing
- Ideating and Innovating
- Team Building & Leadership
- UX and UI Designing
- Marketing Data Analytics
- Survey and Survey Data Analytics
- Working knowledge of Visual Basic, Access, Visio, SQL, HTML, SAP, Adobe Suite.
- Critical Thinking

## Education

- August 2015 to May 2017 **College of Business & Innovation(COBI) - UNIVERSITY of TOLEDO (AACSB Accredited) Bachelor of Business Administration, May 2017** Toledo, OH  
Major: **E-Commerce** / Major: **Marketing**  
**Honors: Cum Laud**  
**Standing: Deans List**
- July 2013 to March 2015 **Vidyalankar School of Information Technology (VSIT)** Mumbai, MH, India.  
July 2013 to March 2015  
**Management Studies.**

## Relevant Experience

- The Small Big Idea** November 2018 to February 2019  
Intern
- Trained in client servicing department, successfully developing **client communications** skills.
  - Worked with Graphic designing team to learn **conceptualising techniques** and graphic design softwares.
  - Executed several **copy righting projects** for social media campaigns of brands like Colors Tv, &TV, Rishtey etc.
  - Effectively presented and showcased innovative **digital marketing campaign ideas** in brainstorming sessions.
- Shows worked on: **Bigg Boss, Khatron Ke Khiladi** - Jigar pe Trigger, **Daayan**.  
Movies worked on: **Mr. Darling, Junglee** (2019).
- iSpy Surveillance Systems and Solutions, Mumbai, MH** May 2017 to August 2018  
Digital Communications Manager
- **Developed, Conceptualised** and **Implemented** digital communications campaigns.
  - Organised **brain-storming** sessions with business development and sales teams.
  - Gained **insights** from various HODs to enable **optimal** digital communications campaigns.
  - Co-ordinating with the teams in USA and China to ensure **brand consistency** in digital media content.
- Aramark Dining Services, Toledo, OH, United States of America.** February 2016 to May 2017  
Client Service/Relations Executive
- **Marketing** the Services of Aramark and Maintaining brand image through various innovative means.
  - **Managing** the supplies and stock for required products.
  - Using W.E.S.T. (**Welcome, Engage, Smile, Thank**) ensuring a good report with the clients and colleagues.
- iSpy Surveillance Systems & Solutions, Mumbai, MH, India.** April 2015 to July 2015  
Management Executive
- **Analyzing and forecasting** the risks related to corporate projects thus improving Market Analyses skills.
  - **Assisted** the Management in **procuring** required materials and **inspecting** the material upon receiving it by implementing knowledge of **SAP**.

## Certifications / Licenses

### Government Law College, Mumbai Diploma in Cyber Law

July 2018 to January 2019

- Fundamentals of Cyber Law
- E-commerce-Legal issues
- Intellectual Property Issues & Cyber space - Indian Perspective
- Cyber Crime Law in India

### Asian School of Cyber Law, Pune Diploma in Internation E-Commerce Law

August 2018 to January 2019

- Documentation Issues
- International Cyber Crime Law
- Emerging Issues in Cyber Law.

### InternShala, World Wide Web Digital Marketing Summer Training Certificate Course

May 2018 to August 2018

- Digital Marketing and Concepts
- Google: Adwords, Google Ads, Google Analytics Tool, Google Webmaster.
- Website SEO and Tools: Alexa Web Ranking, Hubspot, SEO and More.
- SMO and Social Media complimenting SEO.
- Essentials of Digital Marketing Campaigns.

## Professional Development

### Dale Carnegie Corporate Level Professional Development Course. Trained and excelled in following values during the course:

Executive Level: 1,2&3

- **Introducing** and **marketing** myself in an **unfamiliar** and **competitive** environment.
- **Developed** the skills of networking and **motivating** the modern team.
- **Showcased** **dexterity** and **grace** in dealing with new situations.
- **Mastered** the art of **Giving** and **receiving** criticism constructively.

## Language Skills

English, Hindi, Gujarati, Marathi