

Mihir Shah

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Mulund Mumbai, MH 400080 IND

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
- Envisaging and Innovating
- Team Building & Leadership
- UX and UI Designing
- Marketing Data Analytic
- 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, Mumbai, MH, India February 2019 to Present
Brand Associate

- Executed several **copy writing** projects for social media campaigns of brands like Colors Tv, &TV, Rishtey etc.
- Based on client's request, **designed content bucket** around the theme.
- Executed **live tweeting** sessions while gaining great response from the target audience.

Shows worked on: **Bigg Boss, Khatron Ke Khiladi** - Jigar pe Trigger.
Movies worked on: **Mr. Darling, Jungle** (2019).

The Small Big Idea, Mumbai, MH, India November 2018 to February 2019
Intern

- Trained in client servicing department, successfully developing **client communications** skills.
- Worked with Graphic designing team to learn **conceptualizing techniques** and graphic design soft-wares.
- Effectively presented and showcased innovative **digital marketing campaign ideas** in brainstorming sessions.

Shows worked on: **Bigg Boss, Khatron Ke Khiladi** - Jigar pe Trigger, **Daayan**.

iSpy Surveillance Systems and Solutions, Mumbai, MH May 2017 to October 2018
Digital Communications Manager

- **Developed, Conceptualized** and **Implemented** digital communications campaigns.
- Organized **brain-storming** sessions with business development and sales teams.
- Gained **insights** from various HODs to enable **optimal** digital communications campaigns.
- Coordinating 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

July 2018 to January 2019

Diploma in Cyber Law

- 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

August 2018 to January 2019

Diploma in International E-Commerce Law

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

InternShala, World Wide Web

May 2018 to August 2018

Digital Marketing Summer Training Certificate Course

- 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.

Executive Level: 1,2&3

Trained and excelled in following values during the course:

- **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