

Sneha Dwivedi

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MG Road, Gurgaon- 122001

Experience

SEPTEMBER 2014 - PRESENT

YAAP Digital (Brand Planet Pvt. Ltd.)- *Account Manager*

- **Corporate & Employer Branding:** From brand identity development to communication in various industries like mobility, consumer products & payments solutions
- **Packaging:** End to end solution-brand identity to design execution
- **Brands Managed:** Mahindra Comviva, TerraPay, SHRM India, Cairn India, Coca- Cola India, Uttarakhand National Games 2018, Satya Paul

NOVEMBER 2013 - AUGUST 2014

MyFitnessWallet Singapore-based Startup, Lucknow- *Sales & Marketing Analyst*

- **Product Management:** Enhanced product offerings for rapidly changing Indian Healthcare Market through research
- **Sales:** Liaised long-term deals with multiple branded hospitals present in 60+ cities across India namely Apollo Dental, Columbia Asia & Nova Multispecialty. Analyzed and drafted sales targets for a team of six sales analysts
- **Marketing:** Developed and executed digital campaigns for customer engagement

AUGUST 2012 - FEBRUARY 2013

WPoets (CMMI level – 3), Pune – *WordPress Developer*

- **Web development:** Integrated PSD files to setting up e-commerce applications using WordPress Platform
- **Technical Overview:** C, HTML, PHP, CSS, JavaScript, jQuery, Google Maps API, Bootstrap
- Organized an International Event “WordCamp”, Pune’s 1st ever WordPress Camp which was recognized by renowned newspaper Indian Express. (<http://2013.pune.wordcamp.org/>)

Education

2008 - 2012 | AIT, Chikmagalur – B.E (Electrical and Electronics)

Extra Curricular Activities

- **Event Co-ordinator, E-belaku-** National Level Technical Symposium & Arc Fest 4.0
- Passed **Senior Diploma** Examination for **Kathak**
- Volunteered for **Lucknow Literary Fest** 2nd Edition with Media Partners like DD National, Zee Salaam, 91.1 FM Radio City, Hindustan Times & Amar Ujala.
- Participated in **Lucknow’s Start-up Meet** organized by **CII Yi Lucknow**.
- **Hobbies:** Freestyle dancing, glass painting, doodling, playing simulation games & trekking