

RHEA PUNJABI



Overview:

Overall experience of 8 years in various spheres of Marketing and Coaching. I help individuals excel and grow in their career and also help individuals launch their online coaching business. I have worked with companies such as eBay, Wipro Technologies and Localbanya.com in the past.

I'm on a mission to empower a million people to lead a life of clarity, confidence, abundance and purpose. So far, I have impacted over 10,000 lives through my training and coaching sessions.

Work Experience:

Digital Coach – August 2019 to Present

Help individuals create their online coaching business from scratch. This includes:

- Profitable Niche Discovery and Customer Analysis
- Designing an irresistible offer
- Creating and editing online courses
- Selling via strategy calls, webinars and workshops
- Tech and automation
- Facebook and Instagram ads
- Tribe nurturing

Self-Enhancement Coach and Freelance Trainer – August 2016 to Present

Location – Mumbai

Help students and corporate employees climb the corporate ladder. This includes:

- Communication and Interpersonal Skills
- Customer Service
- Selling Skills
- Interview Preparation

Consultant- Partnerships – July 2015 to July 2016

Company Name- eBay

Location - Mumbai

Responsibilities included

- Relationship Building: Maintaining relationships with existing partners
- On-boarding new partners: Getting partners from various industries
- Exploring new partnership avenues: Using various marketing channels
- Revenue Management: Bringing in revenue through co-funded campaigns
- Campaigns Management: Assisting campaign management team with partner offers
- Data and Analytics: Forecasting is a crucial part of the job
- Operations: Couponing, creating partner pages, getting legal agreements in place, reporting

Marketing Manager – July 2014 to July 2015

Company Name –Localbanya.com

Location - Mumbai

Responsibilities included

- Data and Analytics: Closely worked with all the marketing data of the company. This includes working on Customer Cohort Analysis, Print Advertising Data, working on Brand Promotion Data, E-mail, Marketing Stats etc.
- Tech Liasoning: Preparing and testing coupons, working with the tech team on UI/UX and other

- improvements
- BTL Activation: Organised events for Locabanya
- Offer Management: Closely work with the category team to decide offers
- Print Advertising: Working with the creative agency for print advertising and web banners
- Brand Promotions: Execute promotions needed by various brands
- Content: Worked with Content team over search tags, image editing etc.
- Merchandize: Executing any Merchandize/Collateral needs
- Competitive Analysis: Worked closely with the Expansions Head for competitive study

Graphic Designer – Sept 2011 to May 2012

Company Name – Freelancer

Location - Mumbai

Responsibilities included

- Designed business catalogues, flyers, visiting cards and images/banners for clients

People Ambassador – June 2011 to Sept 2011

Company Name – Wipro Technologies

Location - Pune and Bangalore

Responsibilities included

- Employee grievance, Talent engagement and development

Education:

- Soft Skills Training (Accredited by SQA), August 2016 - February 2017
Image Consulting Business Institute
- Certified Happiness Coach in association with University of Berkeley, April 2017
Happitude
- Image, Style, Wardrobe Management and Consulting, August 2016 - February 2017
Image Consulting Business Institute
- MBA in Retail Management, June 2012 – April 2014
K J Somaiya Institute of Management and Studies (Mumbai)
- GNIIT - Business Systems and Information Management, June 2008- April 2011
NIIT
- Bachelor of Commerce, June 2008- April 2011
Mithibai College of Arts and Commerce

Certifications and Achievements:

- Top 10 interns in Digital Deepak 3 months Digital Marketing Internship Program
- Secrets of The Multimillionaire Trainer by T. Harv Eker
- 8 days Train the Trainer certification (by NABET- National Accreditation Board of Education and Training) with an All India All Time Rank 3
- Happiness Coach in association with University of Berkeley
- Certified Image Consultant and Soft Skills Trainer
- Microsoft certified for CRM, SQL and SharePoint server