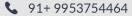
# **AMISHA SHARMA**

ORM SPECIALIST

## CONTACT



- amisha.shandilya@gmail.co
- Sector-10, Faridabad (121004)



### **SKILLS**

- ORM Tools
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

### **LANGUAGES**

- English
- Hindi

# **EDUCATION**

### Master of Arts (Psychology)

Manav Rachna International Institute
Of Research And Studies 2019-2021

### Bachelor of Arts (Psychology)

Indira Gandhi National Open 2002-2014 University

St. Thomas Sr. Sec. School

C.B.S.E Board 2016-2019



# **PROFILE**

Experienced in ORM and social media monitoring, I specialize in brand tracking, consumer sentiment analysis, and online engagement. As an Assistant Manager at Grapes Digital, I manage ORM strategies for brands like Mankind Pharma, Eicher, and Panasonic, leveraging tools like Locobuzz, Konnect Insights, and Sprinklr to monitor conversations, address feedback, and provide insightful reports.



### **WORK EXPERIENCE**

### **Grapes Worldwide**

**Assistant Manager** 

June'2022 - Present

- Track and review user interactions, feedback, and complaints across social platforms using ORM tools like Locobuzz, Konnect Insights, and Sprinklr. Monitor competitive presence and brand mentions
- Coordinate with clients on requirements, provide brand progress updates, and develop strategies for ORM improvement. Generate weekly and monthly reports with insights.
- Manage ORM interns, liaise with vendor partners for tool-related communications, and oversee ORM for multiple brands, including Mankind Pharma | Manforce | DS Group | Eicher | Panasonic | BITS Pilani
- GMB Optimization

#### BeatO, Health Arx Technologies Pvt. Ltd.

July'2021 - June'2022

Senior Executive | CX Experience & ORM

- Managing in-house ORM for a product base.
- Track, respond and review user comments, feedback, and complaints across social platforms using Locobuzz.
- Ensure a seamless customer experience through inbound/outbound interactions via posts, tweets, and emails and calls.

#### ELI India Pvt. Ltd.

Oct'2016 - June'2019

#### Collection Executive

- Managing Inbound & Outbound calls in timely manner.
- Sound knowledge of collection practices, (FDCPA) regulations and procedures, and telephonic mannerisms.
- Keeping records of all conversations in our database in a comprehensible way.
- Processing payments.