

# AMISHA SHARMA

ORM SPECIALIST

## CONTACT

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## 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  
University 2002-2014

**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** June'2022 - Present  
Assistant Manager

- 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.