

Kirti Khanna

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HIGHLIGHTS OF QUALIFICATIONS

- Over 5 years of diverse experience specializing in customer service, sales, Ecommerce and content writing
- Entrepreneurial mindset with 2 years of experience handling full business operations for an in-house bakery
- Strong written, verbal, and presentation skills demonstrated in person, online as well as professional phone etiquette
- Scored **8/9 bands** in the International English Language Testing System (**IELTS**)
- Tech-savvy with proficiency in **Microsoft Office** and willingness to learn to systems and software
- **Multilingual**: Fluent in English, Hindi, and Punjabi

WORK EXPERIENCE

Owner & Baker

January 2018 – February 2020

Katie Pie, Ludhiana, India

- Managed the bakery independently while taking care of all operations.
- Sourced vendors and suppliers and purchased fresh and quality baking ingredients to bake cakes, muffins, cupcakes, & brownies.
- Managed social media channels and website to increase online presence and marketing resulting in increased orders from local bakeries and customers
- Partnered with delivery service providers to fulfill delivery orders within a timely manner
- Handled last-minute orders without any compromises in quality
- Developed and tested new recipes to bring uniqueness in the menu
- Catered for office events, product launches, store launches, birthday parties, & wedding favors
- Attended baking events and workshops to network and learn new baking and icing skills
- Cleaned the working shelf, oven, baking moulds, & other equipments for safe and hygienic baking produce

Sales Associate

January 2019 – January 2020

Decathlon, Ludhiana, India

- Delivered amazing customer experience by engaging visitors in interesting discussions right from the moment they enter the store
- Maximized sales opportunities with every customer utilizing sales strategies including upselling and cross selling techniques
- Anticipating customer needs and followed up with the prospects and relevant options
- Resolved problems of customers instantly
- Negotiated with customers for cost variation
- Trained new staff to exceed company standards and maintain a highly productive environment

Marketing Consultant/ Content Manager

September 2017 – November 2018

CODE BREW LABS, CHANDIGARH, INDIA

- Carried out detailed research on latest technology trends and converting it into well-structured and comprehensive blogs
- Created multidimensional content including **blogs, web content, videos, infographics, presentations, flyers, posters, brochures**, etc.
- Managed social media profiles using tools like Buffer, **Hootsuite**, etc.

- Managed a team of 4 content writers and supervising their work and giving feedback on improvement

Content Writer

March 2017 – September 2017

Clicklabs, Chandigarh, India

- Created content for marketing campaigns.
- Provided copywriting for in-house products.
- Wrote case-studies with inputs from project managers, clients, and technology analysts.
- Designed social media posts and scheduling on Hootsuite

Technical Writer

October 2015 – February 2017

Appsimity Solutions LLP, Mohali, India

- Understanding client requirements, RFPs to create business documentation
- Analyzed mockups, sketches, and other documents to create comprehensive project plans
- Drafted and completed user manuals and case studies for amazing learning experience
- Handled content writing for blogs, social media, and marketing campaigns

Spoken English & PD Trainer

June 2014 – January 2015

Sethi Study Circle, Ludhiana, India

- Facilitated curriculum for basics of English Grammar
- Created different fun and engaging activities to make students more expressive and confident
- Distributed assignments for assessment
- Offered one on one assistance and coaching for students who required extra support

EDUCATION HISTORY

Master of Computer Applications

2015

Punjab Technical University, India

(Equivalent to a Master's Degree, as determined by World Education Services, Toronto, ON)

Bachelor of Computer Applications

2013

Punjab Technical University, India

(Equivalent to a Bachelor's degree (three years), as determined by World Education Services, Toronto, ON)