

# Resume

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## **Career Objective:**

To Work In A Stimulating, Challenging and Professionally Invigorating Environment, Where I Can Fully Utilize My Skills and Knowledge for a responsible and rewarding job profile in a Best Interest Of The Firm.

## **Summary:**

Graduated in B.com (E-commerce) from MIT-WPU with First class with distinction. Learning Japanese. Efficiently Problem solving, knowledge of the Internet and E-commerce, Ready to learn new Skills with easy Adaptability with Motivation and Positivity.

## **Work Experience:**

Company	Role & Responsibility Breif	Duration
GOMO GROUP	<p>Research Analyst / Email Marketing Executive Intern</p> <p><u>Responsibility as Research Analyst Intern:</u> conducting B2B international calls all over the world, to gather information and web-verify details sourced from LinkedIn through tele-prospecting. During these calls, I ensure compliance with Data Protection laws by obtaining consent for future communications.</p> <p><u>Responsibility as Email Marketing Executive Intern:</u> With extensive experience in various platforms, including Active Campaign, Mailjet, Sendgrid, Sendinblue, and Instapage B2B, I excel in creating effective marketing automation strategies. From setting up autoresponders and scheduling bulk email campaigns to designing</p>	August 2021 - November 2021 (4 months)

	eye-catching email templates and landing pages, I ensure that each campaign is tailored to meet specific requirements. With a keen eye for detail, I conduct A/B testing, analyze performance, and provide valuable insights to optimize future campaigns. Additionally, I am proficient in CRM management, reporting, analytics, and executing personalized email strategies, incorporating dynamic content and segmentation. Alongside my email expertise, I leverage social media marketing and blog posting using tools like Buffer to maximize the campaign's reach and impact.	
Skylark Automation	Research and Development Intern	March 2021 - May 2021 (3 Months)

### **Academics:**

Degree	Institute/ University	Year	Grade
B.com (E-commerce)	MIT-WPU, Pune	2021	7.99 CGPA
12 <sup>th</sup> (Cbse)	Kendriya Vidyalaya no.2, Afs, Pune	2018	64.8%
10 <sup>th</sup> (Cbse)	Kendriya Vidyalaya no.2, Afs, Pune	2016	6.6 CGPA

### **Skills:**

E-commerce, Digital Marketing, Email Marketing Campaign management (Mailjet, Sendinblue, Sendgrid), Email Template and Landing Page (Whitepaper Online, Instapage B2B), Communication, Social Media marketing, Lead Generation, Multi-tasking, Easily Adaptable to New things (Techno savvy ) and Environment, Photo & Video Editing (Adobe, Kinemaster, Canva, Inshot, Photoshop, Picsart etc)

### **Project:**

Trimester	Topic
Tri 9 (Internship Project)	A Study of Artificial Intelligence and Digital Marketing Impact over E-commerce.
Tri 8	Social Media Advertising - Instagram Page promotion campaign

Tri 7	Website development on Homemade Bakery
Tri 6	Study of Omni-channel marketing
Tri 5	Study of E-banking and Paytm
Tri 4	Understanding what is SEARCH ENGINE MARKETING?
Tri 3	Understanding what UI is & Comparing User interface in Indian Websites in E-commerce.
Tri 2	DIGITAL MARKETING

### **Certification:**

- Retail Management - Marketing & Brand Management - Alison : Feb 2022
- Google Ads Search Certification - Nov 2021 - Nov 2022
- Google Digital Marketing Fundamentals - Nov 2021
- COMMUNICATION AND INTERPERSONAL SKILLS - WORK UNIVERSITY OF LEEDS AND INSTITUTE OF CODING - Nov 2021
- DIGITAL SKILLS: DIGITAL MARKETING - ACCENTURE - Nov 2021
- Introduction to Business Management - King's College London - Oct 2021
- Effective Presentation - HP Life - April 2021
- Japanese N3 at Sifil - July 2021
- Japanese N4 at Sifil - 2020
- Japanese N5 at Sifil - 2020
- Korean L1 at Sifil - 2022
- Japanese N2 (persuing)

### **Other Activities:**

#### **Extra Co-curricular activities**

- Volunteered at Hoop it up 2019:- which is a State-level basketball tournament at MIT-WPU.
- Volunteered at the Bharatiya chhatra sansad:-
- Volunteered at the National Teachers Council.
- Volunteered at Hoop it up 2018.

#### **Activities outside college**

- Byju's Weekend Volunteering Activity - Sales and Lead Generation - 2 months

**Training and seminars attended:**

Workshop/ Seminar	Duration	Association
Digital Marketing	2 days (12 hours)	IIM Indore
Cyber Security	4 hours	MIT -wpu, Management department
Japanese Work Culture	1 hour	Symbiosis institute of Foreign and Indian languages
Digital Marketing Day 2022	4 Hours	Digital Scholar

**Languages:**

English, Hindi, Marathi, Japanese N3(4/5), Korean Level ⅔(Topik 1)

**Computer knowledge:**

MS-CIT, Tally Erp 9, Advance Excel, Basic HTML, Javascript(Web development)

**Hobbies:**

Learning New Languages, Dancing, Photography, Trekking, Modelling And Fashion Show

**Date:**

**Place:** Pune

**Name and Signature:**