



## OBJECTIVE

To secure an appropriate and challenging position in your esteemed organization that will help me in contributing efficiently to the organization growth and which help in my holistic development.

- Working on building content for the website
- Assist in maintain the website and looking at data analytics
- Working on market research assignments such as researching on PR news engines, events to participate and so on, all leading to increasing awareness and online footprint of the company

## EDUCATION

### MBA

Vellore Institute of Technology

Vellore (2018 – 2020)

CGPA - 8.60

### B.Com

M.O.P. Vaishnav College for Women

Chennai (2015 – 2018)

CGPA – 7.36

### HSC

Rosary Matriculation Higher Secondary School

Chennai (2015)

Percentage - 96.9%

### SSLC

Rosary Matriculation Higher Secondary School

Chennai (2013)

Percentage - 96%

## INTERNSHIP

Zinnov Management Consulting, Bengaluru

08/03/2021-30/06/2021

Business Development Executive, provide data-driven and analysis-rich deliverables deriving strategic insights as per the client requirements. Contribute to the business development process, support sales teams in closing deals by participating in client calls and pitching solution. Collaborate with Senior Management in development and enhancement of knowledge nuggets and thought pieces.

Visual BI Solutions, Chennai

03/02/2020 – 29/01/2021

Marketing Research Analyst, B2B Customer Prospecting through Inbound Marketing. The objective of the research is to identify the leads from unknown sources like sales navigator in LinkedIn using a rule based decision and to build an effective qualified prospect list.

Cholamandalam Investment and Finance Company Limited, Chennai

03/06/2019 – 03/07/2019

HR intern, A comparative analysis of the recruitment process of how it works in the company and compare it with the theoretical part and to understand how the HR department in the company functions.

TamilNadu Newsprint & Papers Limited (TNPL), Chennai

01/05/2017 – 31/05/2017

HR intern, responsible for updating internal databases with new employee information, including contact details and employment forms. Gather payroll data like leaves, working hours and bank accounts.

## CERTIFICATES

Google Digital Unlocked

Certificate of completion of The Fundamentals of Digital Marketing

Google Ad Fundamentals

Certificate of completion of Google Ad Fundamentals

## WORK EXPERIENCE

AlgoShack Technologies Private Ltd, Bengaluru

22/07/2021-31/12/2021

Marketing Executive, to develop and oversee various marketing campaigns to promote the test automation platform.

Key Responsibilities:

- Work on inbound and outbound marketing – lead generation plus content creation
- Manage and update the lead generation database. Send out emails, follow-ups and help generate leads
- Managing the social media calendar and helping with generating topics/post ideas to implement on social media
- Create content for email scripts and social media handles like LinkedIn, Facebook (includes simple feeds to complex blogs and case studies on various topics)
- Conduct regular checks on competition and update management of notable updates
- Developing marketing collaterals and managing the current internal collaterals

## SKILLS



## PROJECTS (MBA)

[The impact of Social Media Marketing on consumer behaviour towards online food products](#)

The study indicated that the relationship between the Social Media and customer behaviour has created a positive impact on consumer buying behaviour towards online food products.

[The impact of New Product Development and Market Orientation on the firm performance](#)

The study shows that the actual performance of the product influences the customer perceptions and improves the overall firm performance a way ahead of their competitors.

[A study on Theatre experience in PVR cinemas](#)

This study examined the service quality in PVR cinemas and found a significant influence on customer satisfaction.

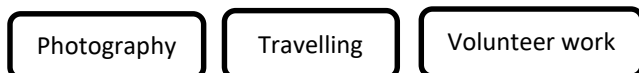
[Implementation of a New Business model](#)

Business plan of a Boutique shop.

## ACHIEVEMENTS

Knowledge in French language: Diplôme d'études en langue française - Delf A1 from Alliance Francais de Madras

## INTERESTS



## LANGUAGES KNOWN

	Speaking	Reading	Writing
English	✓	✓	✓
Tamil	✓	✓	✓
French	✓	✓	✓