



# Isha Chhabra

## MBA (Marketing and HR)

83/17 BM market block B, govind nagar Kanpur

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**DOB :** 27/04/1997

### OBJECTIVE

seeking a position in Marketing/HR where I can utilise my superior understanding of the domain gained during the masters. Good at conducting Market research and creating brand awareness strategies. Excellent communication skills to convince potential clients and customers. In addition to the above specified qualities also having a well versed knowledge of Human Resource Management

### SKILLS

- Basic knowledge of computers
- MS OFFICE
- Marketing, Digital marketing
- Communication skills
- Adaptability
- Team player

### LANGUAGE

- Fluent in English
- Fluent in Hindi

### EXPERIENCE

#### KDMA World School

##### Elementary teacher

Duration : **April 2018 - August 2019**

\* Taught kids from KG - 5th

\* My speciality lies in English teaching

#### HDFC LIFE

##### Executive Trainee

Duration : **9 Aug 2021 - 31 Oct 2021**

\* Bancassurance

\* Lead conversion

\* Client handling

#### Suppleo

##### Business Development Executive

Duration : **9 Nov 2021 - Currently Working**

\* Lead generation

\* Email campaigns

\* Pitching CV

### EDUCATION

#### Dr. Soney Lal Patel sr. secondary school

##### High school

Passing Year - **2011-2012**

Grades : **76%**

#### Doon international

##### Intermediate

Passing Year - **2014-2015**

Grades : **72%**

#### DBS College Kanpur

##### Bcom

Passing Year - **2015-2018**

Grades : **60%**

#### ICCMRT College Lucknow

##### MBA (Marketing and HR)

Passing Year - **2019-2021**

Grades : **83%**

### PROJECTS

#### Live project in ITC LTD

Worked as a Sales Promoter for 2 months project.

## INTERNSHIP

### **Marketing intern in Bricksnwall Innovations Pvt Ltd**

\* Market research

\* Analysis of prevailing marketing trends