

Muskan Lodha



PERSONAL PROFILE

A creative and detail-oriented professional with a strong background in client service and digital marketing. Known for delivering efficient, error-free solutions and leading teams to drive consistent business growth.

ACHIEVEMENTS

- Certified in Digital Marketing (Digital Scholar, 2023)

CONTACT DETAILS

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🌐 www.linkedin.com/in/muskanlodha

SKILLS AND ABILITIES

- Problem Solving
- Computer programming
- Logical thinking
- Client Management
- Conflict resolution
- Oral and written communication

EDUCATIONAL HISTORY

B.Tech In Computer Science And Engineering

Techno India University/ 2016–2020

- CGPA - 7.76

EXTRACURRICULARS

Digital Scholar

Certification Course In Digital Marketing

- Learned SMM strategies for brand growth.
- Gained SEO skills for better website ranking.
- Optimized LinkedIn for branding and lead generation.
- Developed Canva design skills for marketing materials.
- Acquired knowledge of digital marketing tools and analytics.

WORK EXPERIENCE

Business Development Head

Surana Wealth (2020 - Present)

- Spearheaded business development efforts at a startup wealth management firm, driving client acquisition and fostering partnerships with leading life, health, and general insurance companies.
- Led and managed a dedicated team, ensuring successful execution of business strategies, client engagement, and revenue growth.
- Played a key role in expanding the firm's market presence and building long-term relationships with high-value clients.