

KHUSHI GOYAL

New Delhi | (+91) 9082696306 | khushigoyal479@gmail.com | <https://www.linkedin.com/in/khushi-goyal479/>



EDUCATIONAL QUALIFICATION

Name of Course	Year	School/College	Grade
B.Com(P)	2023	Sri Venkateswara College, University of Delhi	8.36
AISSCE (Class XII)	2020	D.A.V. SKVB	91%
SEE (Class X)	2018	Brihaspati Vidya Sadan	96%

WORK EXPERIENCE

Growth Intern, ZuPay August 2022 - Present

- Increased the App Reach by **20%** through online events, projects and push-notifications.

Sales Manager, Closet Nova January 2022- March 2022

- Orchestrated the sales reach out strategy involving organic sources like Expat Groups, Social Media Engagement, LGBTQ+ campaign and Referral Program.
- Achieved **20%** Growth in Revenue over the **3 month** period.

Marketing Strategy Intern, Tulip Fabs Pvt Ltd. August 2021 – April 2022

- Designed and Executed national social media strategy across **1.5k+** Followers on Instagram and Facebook.
- Spearheaded offline marketing campaigns, reaching out to **100+** Potential Customers.
- Developed a product pricing strategy based on competitor market research.

Market Research Intern, Spirits of Youth Foundation February 2021- June 2021

- Compiling the data, and research papers to create social media worthy content.
- Evaluation of various national education schemes.

Marketing Associate, Ferments for Health October 2020- November 2021

- Created multimedia products (videos & graphics) to drive engagement across social media channels.
- Developed a cross-channel platform to engage with different customer segments increasing the brand reach by **500%** (in terms of Followers)

POSITIONS OF RESPONSIBILITY

Technical Head at ASCEND August 2021- Present

- Spearheaded the campus ambassador program, directly managing activities of **50+** Campus Ambassadors.
- Co-lead the recruitment process for the **batch of 2024**, shortlisting **15** members from a pool of **200+** Applications.
- Lead the team of **5** designers for the inter-society **NAAC** event **representing commerce department** of SVC.
- Organized a workshop on Canva Designing with **100+** attendees.

Social Media Head, Beyond Meds Foundation April 2021- October 2021

- Spearheaded the social media division, directly posting over Instagram and Facebook and contributed in the growth of follower base from **1000 to 3000** over the **6 month** period.
- Raised over **INR 10,000** for Mission Pehechan, which aimed at providing schooling and mental health sessions for Disabled Students

EXTRA- CURRICULAR ACTIVITIES

PROJECT

- Patagonia - Black Friday Case Study, Marketing Mix, Social-Media Analysis
- Content Writing at Quora

OTHER INFORMATION

VOLUNTEERING

- Beyond Meds Foundation Model UN- Delegate
- Initiators of Change- Organized an awareness carnival for financial & legal aspect for **150+** participant, Conducted life skill session as a key speaker with **100+** participant, Handled logistics & registrations for **SMYC'22** with **3000+** attendees.
- Walkathon Volunteer - Brihaspati Vidya Sadan School (BVS)
- Psychology, Event Management, Blogging & Content Writing at MyCaptain
- Google Digital Garage

SKILLS

- Data Skills:** MS Excel (Intermediate), MS Word (Proficient)
- Designing Skills:** MS PowerPoint (Intermediate), Canva (Proficient)
- Marketing Skills:** Content & Social Media Marketing (Proficient), Customer Relationship management(Intermediate), Project Management (Intermediate), Research (Intermediate)
- Other Skills:** Sketching (Intermediate), Writing (Intermediate)