



Hailing from the city of Indore and working towards building a successful and meaningful practice in the corporate world, I'm eager for opportunities to contribute practically with my theoretical knowledge, as well as to expand it.

I am keen to explore the many disciplines in the field of management and am therefore, presently working with two organizations with diverse roles and responsibilities. I am also working on a research paper on consumer psychology and behaviour, 'Add to cart or Buy now'.

Enthusiastic and driven, I enjoy positions of responsibility and opportunities for community welfare. Going ahead, I am excited to contribute to businesses with my reasoning and networking skills.

## CONTACT

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# ADVIKA JAIN

## WORK EXPERIENCE

- Fundraising and marketing intern, Youth Empowerment Foundation, India  
April 2020 - present  
*Creating, managing and running a fundraising campaign to support daily wagers affected by the COVID -19 pandemic.*
- Digital marketing intern, CityFurnish  
March 2020 - present  
*Contributed to increased reach by managing CityFurnish's numerous social media profiles. Prepared weekly updates and reports to track success rates of marketing campaigns.*

## EDUCATION

BBA, Marketing and Finance	Symbiosis Centre for Management Studies, Pune	-	2019 ~
Class XII (CBSE)	Sri Sathya Sai Vidya Vihar, Indore	84.6%	2018 - 2019
Class X (CBSE)	Sri Sathya Sai Vidya Vihar, Indore	9.4 GPA	2016 - 2017

## ROLES OF RESPONSIBILITY

SCMS	Core member, Hospitality Department, Sympulse <i>Headed the back-office team, overseeing accommodation and transport operations</i>	2019-20
	Core member, Entrepreneurship cell <i>Conducted various events, social media campaigns and workshops collaborating with B-schools across the country</i>	2019-20
SSSV	Head, Cultural committee <i>Headed a team of 12+ students in the organization of all school events</i>	2016-18
	Core member, Organizing Committee, SAIMUN <i>Co-ordinated complete participation and logistics of 200+ delegates</i>	2019-20

## SOCIAL ENGAGEMENT

- Bhumi  
April 2020 - present  
*Data interpretation for distribution of resources for Bhumi's food drive*
- Teaching Volunteer, Bloom  
February 2020 - present  
*Held classroom sessions with young underprivileged girls on untouched and taboo topics like menstrual health, the female body and touch.*

## RESEARCH AND PAPER PRESENTATIONS

- Wrote a research paper on consumer behaviour and psychology, titled 'Add to cart or Buy now'.*

## EXTRA-CURRICULAR ACTIVITIES

- Avid participation in public speaking activities - Anchored various school events and represented the school in several inter-school competitions.*
- UNEP Delegate at IIMUN, 2017*