

Aparna Tiwari

Marketing

An adept marketing post-graduate with an internship experience of a total of 05 months in Market Research and Sales. Proficient in utilizing various analytical tools and techniques to extract valuable market intelligence. Skilled in translating complex data into actionable strategies to drive business growth. Excited to apply my skills to contribute to the success of brands



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EDUCATION

PGDM

ITM Business School, Kharghar, Navi Mumbai

06/2022 - 04/2024

Navi Mumbai, India, 7.4 CGPA

WORK EXPERIENCE

Business Development and academic counsellor

Skolar edtech

08/2024 - Present

Bangalore, India

Its an EdTech company providing innovative online courses and tools.

Achievements/Tasks

- **Client and Student Acquisition:** Spearheaded efforts to identify and engage potential clients and students, driving a significant increase in Skolar's customer base and student enrollment through targeted outreach and personalized counseling.
- **Strategic Partnerships:** Established and nurtured relationships with educational institutions, corporate clients, and students, resulting in successful collaborations and long-term partnerships that contributed to revenue growth.
- **Sales Strategy and Counseling:** Developed and executed sales strategies to promote Skolar's educational offerings, while offering personalized academic advice, leading to consistently meeting and exceeding enrollment and sales targets.

Business Development and Analyst Intern

Readerclub Pvt Ltd

04/2023 - 08/2023

Allows users to read and study content from premier newspapers in India, top magazines, and popular comics.

Achievements/Tasks

- Played a pivotal role in driving business growth by exceeding revenue targets and consistently achieving sales objectives.
- Collaborated with cross-functional teams to produce comprehensive research reports containing data tables and charts. Analyzed and summarized data to address client inquiries, providing actionable recommendations.
- Leveraged strong Sales and Marketing skills to foster client relationships, resulting in increased client retention and satisfaction.

SKILLS

SQL

Power BI

Advance Excel

Data Analysis and Interpretation

Team Management

Communication

Project Coordination

Data Visualization

Adaptability and Learning Agility

Ms Office

Digital Marketing

Leadership

PROJECTS

Business Chaupal (12/2022 - 02/2023)

- I conceptualized and executed a dynamic initiative named the "Business Chaupal Event." This project seamlessly integrated both online and offline sales and marketing strategies to create a holistic and engaging experience for our target audience.
- Fostered a sense of community through offline interactions, leading to long-term customer relationships.

NGO Project (12/2022 - 12/2022)

- Spearheaded initiatives to motivate and empower women and girls to actively participate in the tourism industry, promoting their role as influential figures.
- Organized and facilitated self-defense and skill training activities, fostering a sense of confidence and independence among women and girls in the community.

CERTIFICATES

Digital Marketing (03/2019 - 07/2019)

Advance excel (06/2023 - 08/2023)

LANGUAGES

HINDI

Native or Bilingual Proficiency

ENGLISH

Native or Bilingual Proficiency

INTERESTS

Dancing

Painting

Reading Novels