

➤ PERSONAL DETAILS

Born on 25th December 1996.
Indian Nationality
Single

Versatile, Hard Working & Dedicated
Efficient and effective performer
Confident



➤ EDUCATION

2017-2019

MASTER IN BUSINESS ADMINISTRATION (MBA) (GRADE: 79%)

FACULTY OF MANAGEMENT STUDIES, UDAIPUR

Main Subjects: E-commerce, Mass Communication, Digital Marketing, Communication, Ethics, Supply Chain Management, Management Software Systems.

2014 – 2017

BACHELOR'S IN BUSINESS ADMINISTRATION (BBA), (GRADE: 8.6)

SIR PADAMPAT SINGHANIA UNIVERSITY, UDAIPUR, INDIA

Main Subjects: HRM, Financial Management, Sales and Marketing Management, Cross Culture Management, Digital Marketing, IT in Management and E-Commerce.

➤ EXPERIENCE

08 /2020– 06/2021

DIGITAL MARKETING SPECIALIST/INTERNATIONAL CLIENT RELATIONSHIP MANAGER,
VIDSAGA, UDAIPUR

- Managing the digital marketing platforms including SEO, SMM, Google Ads, Email Marketing, Wordpress.
- Developing and optimizing content for website and community.
- Managing Indian and International clients.
- Recruiting and Training new employees and interns for the organization.

02/2020 – 02/2021

BRANCH HEAD, CANVAS INTERNATIONAL PRESCHOOL, UDAIPUR

- Hiring and managing human resource for the school
- Online and offline marketing, lead generation and customer relation to increase sales.
- Managing the finances and assigning budget for different purposes.
- Social media marketing using different platforms like Instagram, Facebook, LinkedIn etc.

03/2019 – 12/2019

ANIMAL AID UNLIMITED, NGO, UDAIPUR

- Volunteer Coordinator
- Social Media Marketing using Facebook, Instagram and other platforms.
- Outreach the public to inform and educate on animal rights and how they can help.
- Back Office Work on MS office related to Data entry, Tele-calling, emailing etc
- Branding and Vendor Management for getting the printed materials like Mugs, badges, t-shirts etc.

01/2019 – 04/2019

INTERN, DIGIFICATION, UDAIPUR

- Social Media Marketing, Content Creation and Blogging.
- Customer Relationship Management.

07/2018 – 09/2018

INTERN, DAINIK BHASKAR, INDIA

- Project based sales and marketing targeting schools for encouraging secondary kids to participate.

05/2016 – 07/2016

INTERN, CIA SOLUTIONS, INDIA

- HRM Practices like recruitment, selection and job posting on different online portals.

➤ TRAINING

- **07/2018** **Project Based Sales and Marketing Executives:**
Dainik Bhaskar, Udaipur, India
- **01/2019** **Social Media Marketing and Customer Relation Management:**
DigiInk, India
- **05/2016** **HR Counselor and Marketing Manager:**
CIA Solutions, Udaipur, India

➤ LINGUISTIC PROFICIENCY

- English Fluent
- Hindi Fluent (Indian)

• IT KNOWLEDGE

Digital Marketing	SEO, Wordpress, Keyword Planner, Google Adwords – Good Knowledge
Email Marketing	Sendinblue, Omnisend, Mailjet, MailChimp, LinkedIn Sales Navigator
Others	Microsoft Office (Word, Excel, PowerPoint), Canva – Good knowledge

Date: 25-07-2021

Location: Udaipur

