

## PRETTY GEORGE

MMS Marketing

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### SKILLS ( TECHNOLOGY / FUNCTIONAL )

SEO	●●●●●
Social Media	●●●●●
Linkedin Marketing	●●●●●
Designing	●●●●●
MS.Powerpoint	●●●●●

### POSITIONS OF RESPONSIBILITY

- Head of Creatives Department of the event Abstract 2018, intercollegiate festival at FCRIMS.
- Active member of Social Media Committee at FCRIMS.

### HOBBIES

- Sketching.
- Listening to Music.
- Craft works.

### PARTICIPATIONS / SPORTS

- Active member of NSS 2015-2017,at Pillai College.
- Volunteered at Greensouls Seed bombing and Treeplantation drive as a part of CSR activity.
- Volunteered at Children's of World Trust NGO as a part of MMS project.

### PROJECTS

- Enacted a case of top level executives board meeting for "Everglow Ayurvedic".
- Analyzed the 4 P's of marketing for a product "Ex-Phones".
- Prepared an IMC plan for Fastrack brand and also came up with a new product category for the same.

### LANGUAGES

- English
- Hindi
- Marathi
- Malayalam

### EDUCATION

MMS ▶ Fr.C.Rodrigues Institute Of Management Studies   70%	2017 - 2019
BSC.IT ▶ Mahatma Pillais College of Arts,Commerce and Science   67.7%	2014 - 2017
HSC(Science) ▶ S.I.W.S College of Economics,Commerce and Science   54%	2014
SSC ▶ St.Augustines High School ,Navi mumbai   81.2%	2012

### PROFESSIONAL ENHANCEMENTS

Certifications	Digital Unlocked- Fundamentals of Digital Marketing
Workshops	Digital Marketing Workshop

### EXPERIENCE / INTERNSHIP

#### Content Research & Marketing Intern ▶ Pixean Online Services Pvt Ltd Apr 2018 – Jun 2018

- Content research on online digital printing and stock photography.
- Undertook the responsibility of analyzing our business segment as well as our competitors.
- Prepared final report for the same.

#### Social Media Marketing Intern ▶ Technogeekz Feb 2019 – Mar 2019

- Researching clients online( through social media).
- Handling of social media account.
- Identifying new sales leads and pitching about the product/service.

#### Digital Marketing Intern ▶ Techizta Services Pvt.Ltd Mar 2019 – Jun 2019

- Performing clients background research and SEO Audit trails for new clients..
- On page and off page seo.
- Keywords research and content research.
- Handling Social Media platforms.

#### Digital Marketing Trainee ▶ Sunday Mobility Aug 2019 Present

- Executing marketing campaigns by using linkedin marketing solutions .
- Content development for company website.
- Monitoring & maintaining the database in CRM to ensure that data is updated,relevant fields are filled-in.