

# TANISHA JHAVERI

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I'm a recent marketing graduate who is passionate about learning digital marketing, developing my skills, grow professionally and experience working with different people. I'm confident in my ability to create content, marketing research and come up with interesting ideas towards the growth of the company. With some guidance I assure to give my best when it comes learning different software and other practical knowledge.

## WORK EXPERIENCE

### FREELANCE CALLIGRAPHY AND HANDLETTERING ARTIST

A self-taught lettering artist who's been drawing letters from past 3 years. Love experimenting and exploring different styles in the same.

Have a lettering account on Instagram where I actively post. Have worked/collaborated with some Indian and international brands.

Managing this account from creating to editing, writing content and posting.

## EDUCATION

**2020-2022**

### MBA WITH SPECIALIZATION IN MARKETING

Faculty of Management, GLS University, Ahmedabad with Aggregate 77%

**2017-2020**

### BACHELORS IN BUSINESS ADMINISTRATION (BBA)

Faculty of Management, GLS University, Ahmedabad with Aggregate 77%

**2017**

### HIGHER SECONDARY EDUCATION (12<sup>TH</sup>)

Navkar Public School, Gujarat board with 80%

**2015**

### SECONDARY EDUCATION (10<sup>TH</sup>)

Little Flower School, Gujarat board with 68%

## CERTIFIED COURSES

### THE FUNDAMENTALS OF DIGITAL MARKETING

Google Digital Unlocked. Issued May 2022

## PROJECTS

### COMPREHENSIVE PROJECT (2022)

Title: " A study on factors influencing the consumer buying behavior with respect to Nykaa"

### SUMMER RESEARCH PROJECT (2021)

Title: "Influencer marketing: an exploratory study"

### DISSERTATION (2020)

Title: "Awareness and preference of investors towards mutual funds as an investment avenue in Ahmedabad City"

## SKILLS

- Microsoft Excel, Word, PowerPoint
- Managing social media
- Good written and verbal communication
- Photo and video editing (Mobile applications)
- Planning content

## IMPORTANT EXTRAS

**Languages known:** Gujarati, English, Hindi and little bit of Spanish

**Hobbies:** Listening to music, lettering, mobile photography