



Vanshika Berry

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D.O.B: 21st July 1999

CAREER OBJECTIVE: To work in a company which has an environment to nurture my skills and also present opportunities to identify my capabilities as well as to make a significant contribution to the company's vision and mission.

ACADEMIC CREDENTIALS:

Qualification	Institution/University	Percentage/CGPA	Year
PGPM (Marketing)	ICFAI Business School- Mumbai	8.36 CGPA	2020-22
BCOM (Economics)	St. Aloysius College	73.58%	2017-20
HSC	Christ Church Girls Senior Secondary School	72.8%	2016-17
SSC	Christ Church Girls Senior Secondary School	66.5%	2015-16

SUMMER INTERNSHIP PROJECT

Company – Fraxotic Innovations Pvt. Ltd.

Location – Shop No.4 Navnath Nagar, Ambad Link Road, Nashik, Maharashtra 422010

Project Title-Analysis of consumer behavior towards digitization and UPI based vending machines of Fraxotic Innovations.

Work done:-

- Identifying the target audience on social media
- Social Media Marketing
- Tele Marketing
- Catalogue Marketing
- Social Media Research
- Team coordinator
- Primary & Secondary Research

WORK EXPERIENCE

Organization: TATA AIG General Insurance Company Limited

Duration: 7 months

WORK DONE:

- Recruiting new agents from the market to drive and increase business numbers.
- Executing new strategies to maintain pleasant relationship with agents for business development.
- Activating agents in the market for the growth of business.
- Focusing on retention numbers for sustainable company growth.
- Providing training about the products and skill development programs to the agents for their better reach in the market.

CERTIFICATIONS:

- Google Analytics for beginners
- The Fundamentals of Digital Marketing

AWARDS AND ACHIEVEMENTS:

- Awarded for a science project in school.

COMPUTER LITERACY:

- MS Office (Word, Excel, Power point)

CO-CURRICULAR ACTIVITIES:

- Participated in sports in my school days.
- Participated in Techfest'20 (Badminton challenge)

LINGUISTIC PROFICIENCY:

- Hindi
- English
- Punjabi

HOBBIES

- Travelling and exploring new places
- Baking
- Listening to Music

