

## JHANVI BRAHMKSHATRIYA

### Address:

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### EDUCATIONAL QUALIFICATION

Year	Degree	Board/University	Result
2020	MBA (Marketing)	GTU	8.60
2018	BBA	GU	6.2/10 (CGPA)
2015	HSC (Commerce)	GSEB	78%
2013	SSC	GSEB	72%

### PROJECTS/WORKSHOPS (at college level)

- Prepared a project report on 'HERBAL SHAMPOO' as a part of college curriculum. (July 2017)
- Prepared a Grand Project on "Professional's Preferences towards tourism in Ahmedabad city" (Jan – March 2018)
- Attended the workshop of "IMPACT OF DIGITAL TRANSFORMATION IN BUSINESS" (FEB 2019)
- Attended the meeting of "Business Network International (BNI)" at Novotel Hotel" (June 2019)
- Prepared a Final MBA Project called "A Lifestyle Segmentation Approach towards Eco Tourism with the use of Attitude, Interest and Opinion Approach (AIO Approach)" (January 2020 – July 2020) . Mukta Shabd Journal (Under UGC care listed Journal) Published a paper on the same topic in its JUNE 2020 Edition.
- A survey of 500 respondents on the topic "Change in consumer buying behavior post COVID 19" was conducted by a group of 10 students including me, the findings of which were covered by the leading Newspaper "Divya Bhaskar" (April 2020)

### Practical Experience:

- Worked as an intern for 1.5 months in the Company named 'Shalibhadra Master Investment Brokers LLP' (June - July 2019)
- Worked with 'Octopod Edu LLP' as a Blogger & Vlogger (April 2019 – October 2019)
- Worked as a 'Digital Marketing Associate' at Thrillax Private Limited (September 2020 –

April 2021)

- Working as a SEO Executive at Biztech Consultancy Pvt Ltd (June 2021)

### SKILL SETS:

- Well versed with Microsoft Office (Word, Powerpoint, Excel), Canva
- Managing and Analyzing data in Excel
- Content writing
- Social Media Marketing
- Can perform On-Page & Off-Page optimization of any website
- Knowledge of SEO tools like Google Analytics, Google Tag Manager, Microsoft Clarity, Ahrefs etc

### FACILITIES:

- I can write any form of content i.e. social media content, blog post, guest post, article etc
- I can make design in Canva for social media post
- I can do On-Page & Off-page optimization of any website.

### LANGUAGE SKILLS:

- Proficient in English, Hindi, Gujarati (Speaking, Reading & Writing)
- Having Good Communication Skills (Verbal as well as Email-written)

**EXTRA CURRICULAR ACTIVITIES:**

- Worked as a Technical Co-ordinator during the “EHSAAS-The REALIZATION” – a Cultural fest of College (LJ Institute of Business Administration, Vastrapur) which include usage of PROSHOW, Windows Movie maker etc.) for making the LEDs of the program.
- I am a part of cultural committee of my office i.e. BCG (Biztech Cultural Group). So I have to manage & organize all the yearly events for employee engagement at Biztech.

**HOBBIES:**

- Photography (Nature Photography)
- Swimming (Freestyle and Backstroke)
- Reading (Fictions, Novels, Autobiographies, Biographies)
- Blogs Writing (Gujarati, English)