

**AKANSHA AGARWAL**Course : **P.G.D.M (6 Trimester)**, Post Graduate Diploma in Management, 2024Email : AkanshamAgarwal.pgdm22@nbs.edu.inLinkedln: <https://www.linkedin.com/in/akansha-agarwal-11482b167>

Mobile : 7976066931

CGPA :

**CAREER OBJECTIVE**

To seek challenging avenues where my competencies in Marketing & HR matches with the fast-paced environment gracefully, thus uplifting the organization's growth and self enhancement with my sincerity, creativity and utmost endeavors in the task entrusted to me.

ACADEMIC DETAILS

COURSE	SPECIALIZATION	INSTITUTE/COLLEGE	BOARD/UNIVERSITY	SCORE	YEAR
UG	General Management	Aryan College, Ajmer	Maharshi Dayanand Saraswati University, Ajmer	298 MARKS	2022
CLASS XII	Commerce	Presidency School	Central Board of Secondary Education	69.4 %	2019
CLASS X		Presidency School, Ajmer	Central Board of Secondary Education	6.8 CGPA	2017

CORE SKILLS

Sales Minded, Creativity, Communication Skills, Negotiation, Adaptability

TECHNICAL PROFICIENCY

Office 365, Advance MS Excel, R Programming

PROJECTS**A Project Report on "Job Motivation in Hotel Industry" - Human Resource Management**

Aug 2022 - Nov 2022

Surveyed employees of an organization to measure their motivation level at current job.

A Project Report on "Rural & Urban Marketing Landscape Articulating Processes of Development and Social Change " - Marketing Management

Dec 2022 - Jan 2023

Researched was qualitative and based on consumer behaviour, consumer preference and differences in rural and urban market

Project Report on "Core Marketing Theories Applied to Instagram - Marketing Management

Sep 2022 - Oct 2022

Based on the core concept and basics of instagram video and the justification of the concept applied. Total number of views, like, comment and share is also mentioned.

A Project Report On "Human Resource Management field project on Khandelwal Laboratories Pvt. Ltd". - Human Resource Management

Nov 2022 - Jan 2023

Received an opportunity to talk to HR manager of Khandelwal Laboratories Pvt Ltd. and gained practical insights related to recruitment and selection process.

"Data Driven Decision Making -Skill Enhancement " - Data Driven Decision Making

Oct 2022 - Nov 2022

Analyzed NSE and Market Capitalization of Batteries Industry by using statistical tools in excel to determine company return on daily, monthly, and yearly basis.

"Real World Data Analysis using R Programming Language on Walmart Data set" - Business Analytics

Jan 2023 - Apr 2023

Used advanced R concepts like data frames list and visualization libraries implemented R project on the given walmart transactional dataset.

Digital Marketing Drive for " Awareness about Tobacco" - Digital Marketing

Dec 2022 - Feb 2023

Enhanced the knowledge of digital marketing by carrying out a campaign on awareness about tobacco

POSITION OF RESPONSIBILITY**Health and Hygiene Minister - Presidency School**

Oct 2018 - Oct 2019

As a student council member my team initiated and effectively executed hygienic surroundings in school premises.

EXTRA CURRICULAR ACTIVITIESCooking
Art & Craft
Travelling
Sports**AWARDS AND RECOGNITIONS****District Level- Basketball | Government College, Ajmer**

Sep 2018

Represented my school in Basketball at district level and I secured Runner up position

District Level- Hockey | Government College, Beawar

Sep 2017

Represented my school at District in Hockey and we secured 1st position.

CERTIFICATIONS

CERTIFICATION	CERTIFYING AUTHORITY	DESCRIPTION
Fundamentals of Digital Marketing	Digital Scholar	In this certification I have learnt about different techniques of digital marketing which can be applied in real life scenarios
Reading Financial Statements	Corporate Finance Institute	Learned the process of reading financial statements and to make interpretation based on it.
Accounting Fundamentals	Corporate Finance Institute	Understanding the basic fundamentals principles of accounting.

CONFERENCES AND WORKSHOPS

Human Resource Skills Organized by: Tareeqa Global Solution Date: Feb 2023 Attended Human Resource Skills workshop and learnt the functions of HR Manager and process of recruitment.
Ab India Karega Invest Organized by: Narayana Business School Date: Nov 2022 Gained knowledge about share market and mutual fund
Advance Excel Organized by: Narayana Business School Date: Sep 2022

VOLUNTEER EXPERIENCE

Rotaract Club, Ajmer - Role: Volunteer Cause: Social Services We got an opportunity to volunteer RYLA - Bhiwadi. Various activities was organized and was executed successfully.	Oct 2019 - Oct 2019
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LANGUAGES KNOWN

English , Hindi
