

Vansh Khetarpal

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📍 Gurugram, Haryana

Professional Experience

2023/07 – 2023/08	Reliance Retail
Gurgaon, India	<i>Marketing Intern</i>
	<ul style="list-style-type: none">• Created marketing strategies for new and upcoming stores.• Implemented and performed various marketing strategies ranging from leaflet insertion to door to door promotions.• Planned and performed activities to increase engagement in stores.• Performed catchment mapping for a new store.

Education

2021 – Present	Bachelor of Business Administration
Delhi	<i>Guru Gobind Singh Indraprastha University (GGSIPU)</i>
2019 – 2021	Higher Secondary School
Gurgaon	<i>GD Goenka Public School</i>

Courses

Fundamentals of Digital Marketing

Google Digital Garage

Global Marketing Management

Swayam NPTEL

Environment Sustainability

Swayam NPTEL

Volunteer

2023/06 – 2023/06	Jankalyan Multipurpose Education Socceity
	<i>Fundraiser</i>
	<ul style="list-style-type: none">• Gained attraction towards the NGO through social media.• Enticed various people to donate.

Skills

Software Skills

Microsoft Excel
Microsoft Word
Microsoft Powerpoint
Adobe Photoshop
Adobe Premiere Pro

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Computer Skills

Python
SQL
C

● ● ● ● ●

Tools

Google Analytics
Google Ads
Search Engine Optimization

● ● ● ● ●