

Anshika Kothari | Female, 22

Duke gardens, Victoria 3AC, Teghoria, near HDFC bank, Kolkata-700059

EDUCATION			
B. Com Hons	St. Xavier's College, Kolkata	74.6%	2024
Class XII	Delhi Public School Megacity, Kolkata	94%	2021
Class X	Delhi Public School Megacity, Kolkata	95.2%	2019
ACADEMIC ACHIEVEMENTS			
Distinctions	<ul style="list-style-type: none">Received the Jorris Scholarship for academic performanceScored the highest marks in Commercial studies in class 10 ICSE examinationsScored the highest marks in History and civics in class 10 ICSE examinations		2023-24 2019 2019
Publications	<ul style="list-style-type: none">“Impact of Colour Sensory Marketing on Consumer Behaviour”, <i>Youthink</i>, Volume 19, Annual Journal of Xavier's Commerce Society, 2025		2025
WORK EXPERIENCE			
Anjaneya Comtech pvt ltd. Management Executive	<ul style="list-style-type: none">Streamlined inventory tracking by introducing barcoding for inventory management, improving efficiency in stock handling and logistics.Led the online expansion of Starlite, listing RAM and SSD products on Amazon, enabling increase in sales, reach and collecting customer feedback.Took ownership of the company's website creation, from selecting web developers to negotiating contracts and overseeing execution.Handled cost pool calculations and created reports, ensuring financial clarity in pricing strategies		2024 -Present
POSITIONS OF RESPONSIBILITY			
Team leader for Marketing and outgoing exchanges AIESEC in Kolkata	<ul style="list-style-type: none">Curated and led marketing campaigns to promote outgoing exchanges (OGTA & OGV) and recruitments.Did cold calls for recruitment and exchange programs, effectively pitching AIESEC opportunities to potential applicantsManaged a team of 6 members, honing leadership, effective communication, and problem-solving skillsBuilt University relations with colleges in Kolkata		2024-25
Organizing Committee Youth Speak Forum 2024	<ul style="list-style-type: none">Conducted cold calls and walk-ins to secure sponsorships and partnerships for events.Led on-ground and online marketing campaigns to drive sales and event promotion, ensuring its success.		2024
Member Rotaract Club	<ul style="list-style-type: none">Played a key role in organising various social impact projects including menstrual hygiene and education awareness camps, distributed blankets and food to the needy during winter nights, among others.		2022
Student council DPS megacity	Held the positions of : <ul style="list-style-type: none">Class RepresentativeVice Captain DisciplineStudent Mentor discipline		2018-2021
Achievement	<ul style="list-style-type: none">Secured 2nd position in Mock stock competition, organized by Wings of Fire, SRCC		2021