Name - Aarushi Bhardwaj

# Contact no - 9560855102

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**CAREER OBJECTIVE**

To utilize my skills in the best possible way and prove to be an asset to the organization I serve.

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| --- | --- | --- |
| **EDUCATION** | | |
| **Degree** | **College/School** | **Percentage** |
| **PhD (Management )** | K R Mangalam University | Pursuing |
| **MBA ( HR & Marketing)** | Manav Rachna University | 88 % |
| **MSc ( Microbilogy)** | G D Goenka University | 95% |
| **BSc ( Medical)** | Maharishi Dayanand University | 72.5% |
| **Class 12 th** | Ajanta Public School | 76.8% |

**KEY STRENGTHS**

* Highly skilled and adaptable performer
* Ability to learn new technologies and techniques
* Hard working
* Team work

**EXPERIENCES**

## Mobilogi Technology Pvt Ltd , Gurgaon

Performance Marketing Executive Duration – 10 Months

* Oversaw successful CPS (Cost Per Sale) campaign deliveries, ensuring timely execution and performance optimization.
* Strategically managed and executed campaigns for leading brands including Liberty, Red Chief, Kama Ayurveda, Woodland, and Just Herbs.
* Proactively onboarded and nurtured partnerships with high-performing publishers, directly contributing to revenue growth.

## AGILE CAPITAL SERVICES, New Delhi

HR and Marketing Intern Duration- 2 Months

* Did Market Research on Investment sector
* Created job descriptions and learnt resume screening
* Collected B School Data
* Did CTC calculation for employees
* Prepared multiple presentations

## FUNDSROOM, PUNE

Buisness Analyst Intern Duration – 2 months

* Completed sales target of opening 14 DEMAT account.
* Technical and fundamental analysis of stock market
* Created Business and data analysis reports on Power BI For stock portfolio
* Surveyed people about their perception toward stock market

## DRDO , Delhi

Research Assistant Duration- 2 Months

* Interacted with of the best scientists across the world
* Worked on project titled “Functional food and neutraceuticals” with students from different parts of country

**ACHIVEMENTS AND AWARDS**

* University topper in MSc and MBA
* ILETS 6.5 Bands
* Managed to reach the **national level** in AIMA games held by ( All India Institute of Management and Association)
* Poster presentation in International Conference On “Microplastics”
* 3 Times 100% attendence award winner in school
* Volunteered in various science camp and vaccination drive during COVID -19
* Published one chapter named “ Aerobic and anaerobic oxidising bacteria “ in “Elsevier”
* Participated in various national and international science quiz and conferences
* Part of Enterpenurship Culb
* Won the best speech award in school
* Participated in various competition like poster making , rangoli competition and essay writing
* Event head in MBA Roadies held in college
* Participated in fest “ Force de FEM 20233” and “Innoskills” organized by our college

**EXTRA QUALIFICATIONS / CERTIFICATES**

* Microsoft Advance Excel
* Advance Digital Marketing