

# HEMLATA

## CONTACT DETAILS

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📍 Home Town:- Agra, Uttar Pradesh

📍 Current City:- Gurugram, Haryana

## CERTIFICATION

- Advance Excel
- Corporate Finance
- Math Fundamentals for Capital Market
- Fundamentals of Credit
- Digital Marketing
- Google Analytics
- Desktop Publishing

## SKILLS

- Tableau
- Research
- Microsoft Office & Power point
- Social media strategy
- Communication Skill
- Team Management
- Relationship Building
- Presentation Skill

## INTEREST

- Reading Books by Jeffery Archer
- Reading blogs related to Indian Army
- Watching Movies & Series based on real issues
- Playing Chess

## EDUCATION

2015 - 2018      **B.COM (Hons.)** (Accounting & Finance)  
Dayalbagh Educational Institue

2017 - 2019      **M.B.A.** (Finance & Marketing)  
Dayalabagh Educational Institute

## EXPERIENCE

### Sep'19 - Present | Trident Technologies

#### **Role:- Digital Marketing Executive**

- Handled communication with overseas clients
- Handled communication with well prestige hospitals of India i.e. Fortis, Medanta, Apollo, etc.
- Proficient in Social Media Marketing
- Facilitating Visa Invitation Letters, travel arrangements & accommodation for our customers
- Efficiently managed CRM Software
- Converted the potential leads

### Jun'19 - Aug'19 | Mahindra Rise (Internship).

#### **Role:- Interactive Media Associate**

- Proficiently handled Social Media pages of company
- Handled all the digital enquiries
- Well versed is using the CRM Software of company
- Assist the team for Conversion of potential customers
- Co-ordination with whole sales team
- Maintaining Excel Data

## RESEARCH PROJECTS

2018 - 2019

**Impact Of Crude Oil Prices On Current Account Deficit**

Tools :- Excel, Correlation, Simple Average & Data Visualization

2017 - 2018

**Work-Life Balance of Bank Employees In India**

Tools:- Excel, Weightage Average & Data Visualization

2017 - 2018

**Industrial Waste Management of MNCs In India**

Tools:- Excel, Data Visualization & Simple Average

2017

**Analysis Of Indian Healthcare Sector at Macro & Micro Level**

Tools:- Porter's 5 Forces Model, SWOT Analysis & Data Visualization

## WORKSHOP & CONFERENCES

- Attended International Seminar On Innovation & Entrepreneurship at IIT Delhi
- Power of Conscious & sub-conscious mind
- Attended Workshop on Banking Awareness
- Attended workshop for Entrepreneurship.