



CONTACT

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Address

Currently - Hadapsar, Pune

Belong from- Bokaro, Jharkhand

Web

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EDUCATION

Nov 2021 - July 2023

**Master in Business Administration
(HR and Marketing) - 76%**

Central University of Karnataka

July 2016 - June 2021

**Integrated M.Sc. in Life Sciences
8.71 CGPA**

Central University of Jharkhand

May 2014 - March 2016

Intermediate (Science)- 76.6%

DAV Public School, Sawang

April 2014

10th/ Matriculation - 85%

Carmel School, Bokaro

TECHNICAL SKILLS

MS Excel (advance)

Canva, Figma

Google Analytics

SEO

Soft Skills

Management

Communication

Team Work

Time management

LANGUAGE

English

Hindi

Anjali Kumari

MBA in Marketing and HR

Dynamic MBA fresher, eager to learn new Technologies, and highly motivated. Digital Marketing Strategist Skilled in SEO, Content Creation, Analytics, Advertising, and Branding. Passionate about Continuous Learning and Eager to Expand Digital Marketing Horizons

INTERNSHIP

May 2023- June 2023

Global Media Next

SEO Intern

I managed Company's SEO projects, developed engaging, creative, innovative SEO strategies & did on-page & off-page optimization regularly to boost the website traffic on assigned projects.

March 2023- April 2023

Zoringa

Digital Marketing Intern

I researched and identified keywords while creating engaging and informative blog content. Through my efforts, I have developed skills in keyword research, WordPress development, off-page SEO, and writing high-quality content.

March 2023

AS Webworks LLP

Digital Marketing Intern

I gained hands-on experience in social media marketing, SEO, and content writing. I optimized website content and created engaging content for the website and blog. I also involved myself in poster-making for the blog.

DISSERTATION

1. An Analysis of Buying Behavioural Patterns for Gold Jewellery in India — Dissertation in MBA Master Degree

Central University of Karnataka

(October 2022- March 2023)

2. PD-1 expression and its contribution to Human Triple Negative Breast Cancer Treatment- Dissertation in M.Sc. Degree

Central University of Jharkhand

(January 2021- June 2021)

ADDITIONAL QUALIFICATIONS

1. Online Digital Marketing Training, Internshala Training (8 weeks)
2. Fundamentals of Digital Marketing, Google

PARTICIPATIONS

- Coordinated in organizing the Management fest "YAMISTHA" at the University level as a core member of the team.
- Conducted a Soft skill training program for MBBS students of KBN Institute of Medical Sciences in a team.