

Siwangi Rawat
MBA (Marketing) | B. Com (Hons)

Email ID - 211069@nirmauni.ac.in
LinkedIn ID - <https://www.linkedin.com/in/siwangi-rawat-601228166/>

Contact - No 8178910404
City- Faridabad

Academic Qualifications

Qualification	Specialization	Board / University	Institute Name	Year of Passing	% / CGPA
MBA	Marketing	Nirma University	Institute of Management	2023	79.7%
B. Com (Hons)	-	University of Delhi	Atma Ram Sanatan Dharma College	2020	73.30%
Std XII th	Commerce	Central Board of Secondary Education	Vidya Mandir Public School	2017	87.67%
Std X th	-	Central Board of Secondary Education	DAV Public School	2015	79.80%

Internships

PeopleNorth Adcon Pvt. Ltd.

April 2022 – June 2022

Digital Marketing Intern

- Responsible for maintaining social media platforms and audience engagement
- Worked on Quora Marketing Project resulting in 5% increase in website traffic in one month
- Conducted Promotional Events – Workshops
- Conducted Survey to understand the Marketing Practices in Consultancy Firms

Pykupz Technologies Pvt. Ltd.

Jan 2021 – March 2021

Business Development Executive Intern

- Responsible for following the leads and retaining the clients
- Strategized and Implemented techniques to increase the franchise business
- Suggested marketing promotional efforts to enhance business reach

dotConverse

Jan 2020 – May 2020

Content Writer Intern

- Worked on writing Articles, creating content calendar for the Client's Social Media Handles
- Worked on Data Segmentation to generate the business leads

Certifications

- Certified in The Fundamentals of Digital Marketing Course by Google Digital Unlocked (Aug 2022)
- Lean Six Sigma Green Belt Certification by KPMG
- Course on Coursera on "Marketing Analytics", 2022
- Course on Coursera on "Excel Skills for Business: Essentials", 2021
- Certificate of Merit from CBSE for securing 100 marks in Economics in 12th Board Exams

Leadership & Extra Curricular Activities

- Coordinated in "GOONJ" under the annual national level Management & Cultural Fest "Perspective Richter 10"
- Received Certificate of Merit in Case Study Competition at Skill Up: En Garde (AIESEC in Delhi University)