

AYUSHI LADHA

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K9/25 Patthar Gali • Visheshwarganj • Varanasi • Uttar Pradesh

OBJECTIVE

To work in a competitive scenario on challenging assignments that gives me real opportunities to fully harness my potential and get real results while creating an environment where my skills are developed through practical learning and coaching from my managers.

EDUCATION

2016	Bachelor of Business Administration (Hons.) (Marketing) <i>St. Xavier's College, Kolkata</i>	Aggregate	61.12%
2013	CBSE Board AISCCE Exam (Class XII) <i>Sunbeam School, Bhagwanpur, Varanasi</i>	Aggregate	86.5%
2011	CBSE Board AISSE Exam (Class X) <i>Sunbeam School, Bhagwanpur, Varanasi</i>	CGPA	8.4

INTERNSHIPS

1. CRY - Child Rights and You (5 weeks)

- Assisted and managed the team during the launch of CRY Campus Ambassador Program.
- Was responsible for activities ranging from spreading the word to accepting applications, interview conduction which culminated with the induction of the selected candidates.

2. Whirlpool India Ltd. (6 weeks)

- Analyzed & understood the consumer behaviour towards different brands of washing machines and prepared an analytical report on the basis of sales figure of two months.
- Also tried to figure out how the features like warranty, looks, advertisements, cost etc. drive the customers to go for a particular brand.

3. Zomato™ Media Pvt. Ltd. (4 weeks)

- Facilitated social media marketing to promote the newly launched Zomato online food ordering feature on mobile.

4. Ewards (Arjava Group)(5 weeks)

- To get different restaurants, boutiques, cafés or any such outlet with recurring customers onboard with the Digital Loyalty Management program.

ACHIEVEMENTS

- First position in FUEGO- Group Discussion 2011.
- Among top 2 in the 2012 Budget Dissemination competition.
- Represented school in the 1st International Youth Convention on Commerce and Economics in 2011 and was appreciated for debate competition.
- Represented school in the 9th Dr. Amidas Goradia Debate conducted by The Indian School, New Delhi.
- Among top 16 in the National Digital Elocution 2010 conducted by Reliance World.

- Won consolation prize among 50 international teams in the events of Histrionic Haven- Mime act & Clincher Campaign- Ad World in “Odyssey International 2012” conducted at City Montessori School, Lucknow.
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EXTRA CURRICULAR ACTIVITIES

- Appointed as the monitor of class for nine consecutive years from 2002-2011.
 - Hosted and managed events like the investiture ceremony, book dissemination, assemblies and annual functions at school-level.
 - Certified “Ardent Reader” and “All-Rounder”
 - Active participant of group discussions, extempore, dance and public-speaking events at different levels.
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HOBBIES

- Reading fiction novels and short stories.
 - Playing basketball and badminton.
 - Travelling.
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STRENGTHS

- Resilient & Proactive
- Influencer
- Problem Solver
- Ownership & Leadership
- Team worker

I hereby declare that all the information given above is true and accurate.

AYUSHI LADHA