

Shivangi Mishra

OBJECTIVES

To enhance my professional skills, capabilities, and knowledge in an organization that values hard work and entrusts me with responsibilities and challenges. I am seeking a dynamic and growth-oriented environment where I can contribute to the success of the organization while continuously expanding my skill set. By leveraging my dedication, adaptability, and strong work ethic, I aim to make a positive impact and achieve mutual growth and success.

EDUCATION

- **High school** **2015-2016**
MPVM Ganga Gurukulam Allahabad
- **Intermediate** **2017-2018**
MPVM Ganga Gurukulam Allahabad
- **Bachelor of commerce** **2018-2021**
University of Allahabad
- **Master of business administration** **2021- Present**
*Indian Institute of Information Technology
Allahabad*

CERTIFICATION

- **The fundamentals of Digital Marketing**
Google Digital Garage (Mar 2022 · No Expiration Date)
- **Content marketing basis**
Great Learning (Jun 2022 · No Expiration Date)
- **Business communication skills**
Internshala (May 2022 · No Expiration Date)
- **Brand Management**
HubSpot (May 2022- No Expiration Date)



CONTACT

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SKILLS

- Microsoft office
- Canva
- Market research
- Lead generation
- CRM management
- Team management
- Communication
- Problem solving
- Conflict Resolution
- Negotiation
- Decision making
- Attention to details
- Self motivation
- Leadership

PROJECT

- **A Study on Consumer Preference towards Packaged Ready-To-Eat Food Products in Uttar Pradesh (India)**
- **A Preliminary Assessment of Factors Influencing Energy Consumption Behavior Pattern Among Student of Indian Higher Education Institutions.**

INTERNSHIP

- **Neophyte consulting services**
Business development intern
(May 2022-July 2022)

- Conducted extensive market research to identify potential clients and market trends, utilizing various research tools and techniques.
- Analyzed industry landscapes and gathered data to provide valuable insights for business development strategies.
- Collaborated with the marketing team to create compelling marketing materials and proposals for prospective clients, showcasing unique value propositions and increasing success rates.

HOBBIES AND INTEREST

- Painting
- Dancing
- Gardening
- Cooking

LANGUAGE

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| • English <i>Business Fluent</i> | • Hindi <i>Native</i> |
| • French <i>Basics</i> | • Korean <i>Basics</i> |