

# Anumeha Shrivastava

## SUMMARY:

Business Administration postgraduate from International Institute of Professional Studies, DAVV, Indore. Seeking opportunities to work with professionals from varied disciplines across the spectrum.

## SKILLS SET:

- Interpersonal and Communication skills
- Deadline driven and organised
- Proficient in Hindi and English
- Successful working in a team environment, as well as independently
- Ability to follow instructions and deliver quality results
- Hard working and dedicated towards assigned tasks
- Basic skills in Microsoft Word, Excel, and Powerpoint

## INTERESTS:

- Participating in fundraising events
- Volunteering
- Designing

## GET IN TOUCH:

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## WORK EXPERIENCE:

### Human Resource Intern

*Influx Sourcing Pvt. Ltd.*  
March - April 2022

#### Human Resource Trainee

- Coordinating with managers to understand the recruitment needs of clients
- Identify the actual need of the client and find out a relevant set of candidates for the same
- Source potential candidates through a job portal
- Screening & short listing of resumes
- Coordinating with job seekers and hiring managers
- Following up on the interview process status
- Communicating employer information and benefits during the screening process
- Maintain all pertinent candidate data for future reference

### Digital Marketing Intern

*Pebblepot Technologies Pvt. Ltd.*  
19 November 2020 - 17 May 2021

#### Digital Marketing and Graphic Designing

- Creating engaging web banners and social media deliverables
- Content planning and scheduling for clients' social media handles
- Buyer Persona research, competitor analysis, and consumer behavior analysis

### Management Intern

*Dainik Bhaskar*  
January - February 2020

#### Office Management and Scheduling

- Maintained Billing Excel sheets
- Assisted D.G.M. and other colleagues in outreach and communication

### Director of Youth Service

*Rotaract Club of SVVV [Sponsor Club - Rotary Club of Indore Uptown]*  
2019 - 2020

- As an event head, led a group of students to participate in RYLA Camp Manali in 2019
- Helped in conducting a lecture on women health by Dr. Neerja Puranik
- Conducted installation ceremony of Rotaract Club

## HOBBIES :

- Listening to music
- Watching TV
- Shopping

## EDUCATIONAL HISTORY:

### **International Institute of Professional Studies (IIPS), DAVV INDORE (M.P.)**

MBA in Entrepreneurship

Attended 2020 to 2022

8.14 C.G.P.A.

### **Shri Vaishnav Vidyapeeth Vishwavidhyalaya (SVVV) INDORE (M.P.)**

Bachelors' of Business Administration (BBA)

Attended 2017 to 2020

7.32 C.G.P.A.

### **Nachiketa Higher Secondary School JABALPUR (M.P.)**

Intermediate M.P.B.S.E.

Attended 2016 to 2017

68%

### **St. Mary's Convent Senior Secondary School DEWAS (M.P.)**

Matriculation C.B.S.E.

Attended 2014 to 2015

6.8 C.G.P.A.

## VOLUNTEERING STINTS:

### **Volunteer - MP Startup Conclave (May 2022)**

*Flagship Event organized by Government of Madhya Pradesh*

- Managing key sessions like Speed Mentoring Sessions, Session on how to start a Start-up, Session on Funding, Pitching Session, and Session on Ecosystem Support to Start-ups
- Managed Start-up Expo

### **Organizing Committee Member - Spandan (March 2019)**

*Techno-Management-Cultural Fest of SVVV, Indore (M.P.)*

- Led a team for organizing 'SRAJAN', an event of Fine Arts
- Also actively participated in event's promotional activities
- Helped in managing other events of the fest such as Fashion show, Taal, **Swaranjali and Games**

### **Core Team member - Rotaract Club of SVVV (2018)**

- Helped in organizing pre-events of Spandan 2018 i.e. Oral Health Camp and Blood Donation Camp at college premises
- **Volunteered for rural rally for spreading awareness about Swachh Bharat**
- Abhiyan, particularly amongst young school children through participative activities like drawing and painting etc

## CERTIFICATION:

### **The Fundamentals of Digital Marketing Offered by Google (IAB-accredited)**

- Digital Garage, Planning online business strategy, Search Engine Basics (SEO and SEM), Mobile marketing and content marketing, Email marketing and display advertising, Web analytics, E-commerce and international marketing