

**SANSKRITI SHARMA**  
**[sharmasanskriti645@gmail.com](mailto:sharmasanskriti645@gmail.com)**  
**[LinkedIn](#)**

**EDUCATION**

---

<b>Bachelor of Science (Economics) Hons.</b>	<b>(2020 - 2023)</b>
Symbiosis International University	CGPA: 7.25
<b>International semester in business, Dual Hochschule Baden- Wurttemberg</b>	<b>(03.2022 - 06.2022)</b>
DHBW Heidenheim	CGPA: 9.0

**WORK- EXPERIENCE**

---

<b>Junior Marketing Manager</b>	<b>(06' 2023- Present)</b>
Delhi Public School, 67A	
<ul style="list-style-type: none"><li>• Executed impact full social media campaigns increasing brand awareness by 646.43%</li><li>• Conducted outreach and lead generation activities, building a pipeline of new potential clients through targeted marketing campaigns</li><li>• Lead a team of 7 members to create and implement organisation specific marketing initiatives that corresponds with the organisation's identity and goals.</li><li>• Managed a marketing campaign budget, ensuring all branding activities stayed within budget and delivered maximum ROI.</li><li>• Managed the website and all social media accounts, ensuring they were consistently up-to-date.</li><li>• Restructured communication flow among all the departments and cut down paperwork by 75%.</li><li>• Conducted workload assessments and devised new operational processes that led to a 40% increase in productivity.</li></ul>	

**INTERNSHIPS**

---

<b>Social Media and Marketing Intern</b>	<b>(04'2024- Present)</b>
Aquarain Immigration services	
<ul style="list-style-type: none"><li>• Executed impact full social media campaigns increasing brand awareness by 1,974%</li><li>• Conducted market research, developed presentations and created engagement plans.</li><li>• Managed the website and all social media profiles, ensuring that they were always up to date.</li><li>• Created engaging content, including blogs and articles, and provided copywriting for all social media profiles.</li><li>• Supported duties such as meeting scheduling and marketing database management.</li><li>• Kept abreast of market developments and best practices in order to develop abilities and make valuable contributions to the team.</li><li>• Was recognized as the intern of the month in June 2024.</li></ul>	
<b>Sales and Marketing Intern</b>	<b>(01'2022- 02'2022)</b>
ILP overseas	
<ul style="list-style-type: none"><li>• Assisted the sales team in discovering and qualifying leads through research and outreach efforts.</li><li>• Helped to prepare sales presentations and proposals for potential clients.</li><li>• Maintaining and updating customer relationship management (CRM) systems to track sales activities and client interactions.</li></ul>	

- Conducted market research to find new business prospects and trends.
- Participated in sales meetings and training courses to improve product knowledge and sales skills.

### **Finance Intern**

**(01'2022- 02'2022)**

#### **NGO - Sakaar Outreach**

- Carried out market research to assist with financial planning and investment plans.
- Collaborated with senior finance team members to evaluate financial performance and identify opportunities for improvement.
- Helped maintain financial records and documentation in accordance with company policy and regulatory standards.
- Participated in team meetings and contributed to discussions on financial strategy and initiatives.

### **Marketing Intern**

**(06'2021- 12'2021)**

#### **Delhi Public School, 67a**

- Conducted market research to uncover trends and customer preferences to aid sales strategy.
- Assisted in the creation of marketing materials such as blog posts, social media content, and email campaigns.
- Managed and updated the company's social media profiles, interacted with followers, and analysed performance data.
- Supported the sales team by creating presentations, updating customer databases, and assisting with lead development.
- Helped to organise and promote events and trade exhibits.
- Interacted with customers through phone and email to get their opinions and feedback with questions.
- Tracked and reported on marketing campaign performance
- Collaborated with cross-functional teams to ensure goals and objectives were aligned.

### **VOLUNTEERING ACTIVITIES**

- 
- Volunteered at the NGO "Umeed - A Drop of Hope" in 2021 and was recognized with a letter for outstanding performance.
  - In 2018, I volunteered as a teacher at the NGO "Spread a Smile India."

### **EXTRA-CURRICULAR & ACHIEVEMENTS**

- 
- Awarded the Scholar Badge in 2017 and 2018.
  - Served as the Content Head for "Small Talk."
  - Member of the core organising committee for "Open Bottle."
  - Integral part of the core team at Connecting Dreams Foundation, Symbiosis School of Economics chapter.

### **PROJECT UNDERTAKEN**

- 
- Presented and submitted a college research proposal on the "Impact of Coronavirus on Mental Health."
  - Presented and submitted a college research paper on “ International trade as a factor of growth: Empirical evidence from top ten developing countries”
  - Did the research and planning for a new product launch in the USA and made a detailed presentation on organisation of an event and marketing for World Wide Fund for Nature .
  - Conducted a focus group discussion on the topic “Are you Pro-life or Pro-choice?”

- Designed various Google forms, to collect responses on a mass level for various research and projects. Some of them included econometric analysis of Influence of Covid-19 Pandemic on Physical Health of Students.

#### **CERTIFICATIONS**

---

- Completed course on Successful Negotiation- Essential Strategies and Skills (University of Michigan)
- Completed course on Quantitative method (University of Amsterdam)
- Completed course on Data Science Math Skills (Duke University)
- Completed course on Beyond the Sustainable Development Goals (SDGs)- Addressing Sustainability and Development (University of Michigan)
- Completed course on Earth economics (Erasmus University Rotterdam)
- Completed course on Country Level Economics- Macroeconomic Variables and Markets (University of Illinois at Urbana-Champaign)
- Completed course on Impact Measurement & Management for the SDGs (Duke University)
- Completed a beginners course on Scuba diving