



CONTACT

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EDUCATION

2024 - Present

JAIPURIA INSTITUTE OF MANAGEMENT

- PGDM – Service Management

June 2020 - June 2023

AVADH GIRLS DEGREE COLLEGE

- Bachelor Of Commerce

April 2019 - April 2020

CITY MONTESSORI SCHOOL

- Class 12th

April 2017 - April 2018

CITY MONTESSORI SCHOOL

- Class 10th

SKILLS

- Content Planning
- Content Creation
- Team Collaboration
- Problem Solving
- Communication

SANSKRITI MADAHAR

PGDM

PROFILE

Motivated MBA candidate specializing in Human Resources, with a solid foundation in social media management. Bringing prior experience in content strategy, community engagement, and brand promotion to complement HR studies. Adept at using digital platforms to enhance organizational communication, foster employee engagement, and build a positive employer brand. Looking forward to leveraging a unique blend of marketing, communication, and HR skills to drive organizational growth and talent development in a dynamic work environment.

WORK EXPERIENCE

SUMMER INTERNSHIP

APRIL 2022 - JAN 2023

Social Media Marketing Intern

- Led social media strategy for the organization and its clients across respective industries.
- Developed and implemented campaign and content strategy for the organization and clients.
- Analyzed social media metrics and prepared performance reports.
- Supported with creatives and basic design.

ACADEMIC PROJECTS

NESTLE INDIA

- Conducted horizontal ,vertical , trend and ratio analysis. Compiled findings into actionable recommendations for financial improvement.

TURBULENCE AT BOEING

- Analyzed the Boeing 737 MAX crisis focusing on MCAS failures, financial impact, and competition from Airbus.
- Gained insights into market competition and strategic decision-making

EXTRA-CURRICULAR ACTIVITIES

- Junior Coordinator at IPSA (HR Club), Jaipuria Institute of Management.
- Junior Coordinator at Rhetorica (Communication Club), Jaipuria Institute of Management.