Aayushi Jindal

2/27, 3rd floor, East Punjabi Bagh, New Delhi, India
+91 8588807606·aayushi.jindal21@dsb.edu.in.

EDUCATION

Certification / Degree	Specialization/Board	Institute/University	CGPA / %Age	Year
PGDM *(Pursuing)*	Data analytics and marketing	Delhi School of Business, Delhi Campus	*6.33(Up to 4th trimester)*	2023
B. Tech	Electronics and Communication Engineering	Maharaja Agrasen Institute of Technology (GGSIPU, Delhi)	77.6%	2021
12th	CBSE	Sachdeva public School, Rohini	88.6%	2017
10th	CBSE	Sachdeva public School, Rohini	10 cgpa	2015

WORKING EXPERIENCE

LEARNING ANT (2022)
Social Media Research Intern   August-September
▪ Researching for content creation, development and posting on social media handles like Instagram and LinkedIn

VENUEMONK (2022)
Social Media Intern   July – August
▪ Content creation, analyzing competition, conducting Seo and Sem analysis practices for website and blogs

PRAEDICO GLOBAL RESEARCH PVT. LTD. (2022)
Business development Summer Trainee (Finance and marketing)   April – June
▪ Learned about how to conduct financial and technical analysis of a company
▪ Various aspect of stock market and how to conduct sales

NDPL, Tata Power distribution Limited (2019)
Summer Intern   May – July
▪ Learn about line parameters that affect the transmission of electricity from distribution sectors to consumers
▪ Hence calculate the technical loss factors and how to reduce those factors

CERTIFICATIONS AND SKILLS

▪ ***Digital marketing, Google:*** Social media marketing, SEO, SEM, Content marketing, Analytics
▪ ***Basics of analyzing data on JASP, PYTHON,TABLEAU***
▪ ***Excellent written/verbal Communication Skill and designing skills***
▪ ***Soft Skills***: Time and stress Management, Leadership, Conflict Resolution, Teamwork, Creative Thinking.
▪ ***The complete digital marketing course***: SEO, Facebook ads, google ads, Instagram marketing, Pinterest marketing

PROJECTS & EXTRACURRICULAR ACTIVITY

▪ **Impact of product packaging on consumer buying behavior***: Research paper on which components of packaging drives purchases of PMCG products*
▪ **Analysis of consumer attitude towards automobile sector**
▪ **Measuring Brand love and brand advocacy for H&m**
▪ **Conducting Factor analysis, association rule mining and logistic regression analysis on various business problems using python**
▪ **Digital marketing education as a new strategy:** Which *generated more sales digital marketing or traditional marketing. Implementation of digital marketing education in Indonesia*
▪ **MARKX- member of marketing team**
▪ **Ultra-wideband circularly polarized band antenna***: Build an antenna using cst and achieve polarization*
▪ **5 years of experience in French language**