

RADHIKA AGARWALA

Address: Baripada, Mayurbhanj, Odisha-757001

Mob: 7008199291

Email: agarwalaradhika@gmail.com



OBJECTIVE

- Area of Specialization: Marketing
- To be able to utilize my knowledge and skills in a responsible manner to achieve high career growth through a continuous learning process and contribute to the growth of the organization.

EXPERIENCE

RAWRX | Rahul Parakh

Digital Marketing | July 2023- August 2023

- Performance Marketing.
- Ideation and Creation of videos for social media and Facebook ads.
- Influencer Reach out.
- E-commerce ad campaigns – Amazon.

Nearby Me 2 (Virtual)

Content Writing | April 2023- May 2023

- Wrote an article daily of around 1500 words on a given topic.

EDUCATION

DEGREE/ EXAMINATION	UNIVERSITY/BOARD	INSTITUTE	YEAR OF PASSING	PERCENTAGE
Class-X	INDIAN CERTIFICATE OF SECONDARY EDUCATION (ICSE)	ST. ANNE'S CONVENT SCHOOL	2016	95
Class-XII	COUNCIL OF HIGHER SECONDARY EDUCATION (CHSE)	MAHARAJA PURNA CHANDRA JUNIOR COLLEGE	2018	84

Graduation	B. COM(H) in Marketing	JADAVPUR UNIVERSITY (JU)- J.D. BIRLA INSTITUTE	2021	9.26 (CGPA)
Post-Graduation	M.COM in Marketing	JADAVPUR UNIVERSITY (JU)- J.D. BIRLA INSTITUTE	2023	9.82 (CGPA)

AWARDS AND ACKNOWLEDGEMENTS

- Certificate for completion of Digital Skills: Social Media by Accenture from Futurelearn.
- Certificate for completion of Digital Skills: Digital Marketing by Accenture from Futurelearn.
- Certificate for completion of The Fundamentals of Digital Marketing by Google.

SCHOOL:

- Sports Day: Participated in various sports and games.
- Took part in Debate Competition and Group Singing Competition.
- Annual Events: Took part in various dance and drama events.
- Received a laptop from the State Government for academic performance in Class 12th.

COLLEGE:

- Part of the marketing team for the annual fest, Verve 2019.
- A member of NSS.
- Participated in entrepreneurship event, Sanjeevani- The Environmental Saviour, in Enspire organized by the Entrepreneurship Development Cell, Salesian College.
- Attended Seminars on: Women Empowerment; Paradigm Shift towards Sustainable Management Practices.
- Attended Webinars on: Startups in India; E-Commerce: The Changing Face of Retail in India; Revival Strategies of various businesses post lockdown; Economic Empowerment of Women; Basic understanding of Stock Market; Progression of Digital Marketing in India; Setback is a step up to go up; Managing Personal Finance- First step towards Financial Independence; Digital Marketing- Disruption & Evolution; Life of a Brand.