



# SHEJAL TRIPATHI

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## SUMMARY

As a passionate marketing student driven by an insatiable curiosity for the dynamic world of marketing, I bring a unique blend of creativity and analytical skills to the table. My goal is to leverage market insights to craft compelling strategies that tell impactful brand stories and drive marketing excellence. I am eager to embrace opportunities that challenge me to innovate, continuously learn, and grow within this exciting field.

## WORK EXPERIENCE

### Lead Operator, Chorus Call India

April - May 2024

- Gained hands-on experience in operations management, mastering MS Excel, client servicing, CRM, and telemarketing, forming a solid career foundation.
- Worked with talented colleagues who shared expertise and encouraged creative thinking, enhancing personal and professional growth.
- Developed valuable knowledge, connections, and skills, reinforcing a passion for operations and customer relationship management and paving the way for future career growth.

### Social Media Marketing Intern, Soleart Fashion

April - June 2023

- Provided exceptional client support, ensuring their social media goals and expectations were met with tailored strategies.
- Implemented targeted social media campaigns that effectively drove sales and increased brand visibility.
- Managed and maintained social media pages, ensuring consistent and engaging content delivery.

## EDUCATION

### Bachelors in management studies

2021 - 2024

Mulund College of Commerce

- Major in Marketing

### Commerce (CBSE)

2018 - 2019

Kendriya Vidyalaya

- HSC - 91%

## ADDITIONAL INFORMATION

- **Technical Skills:** Communication Skills, Team Oriented, Leadership Skills, problem solver, MS Office.
- **Languages:** English, Hindi, Marathi.
- **Certifications:** Digital Marketing, Google Analytics, Google Ads Search, Social Media Marketing.
- **Awards/Activities:** Actively participated in the "Inspira 2022" Annual Management Fest, Volunteering Management Head  
Event Head- "Corporate Charisma"