

Pranjali Maurya

B-4, 502, Cherry county, Noida Extension, Greater Noida west, 201306. | +91 7906296650 | pranjaliMaurya3@gmail.com

I am a graduate with a degree in computer science engineering from AKTU, Lucknow. During my college days, I came across a platform that allowed students like me to earn while studying at the same time in the form of internships. I applied for my first internship as a content specialist at Urban company and to my surprise, I was selected. I applied for this internship because it was something that I could do easily and have fun doing so. Then again during summer breaks after my 4th semester, I applied for an internship with OYO as a content writer and was able to crack it. This time it was different because I was given way more to do and I was the only intern on the team. Covid happened in 2020 and I graduated. It was not easy for me to crack a job offer of my liking till July 2020. My manager from OYO contacted me and offered me an opportunity in her own start-up called Brahma Wellness as a Lead- Intern. I had 3 interns working under me. Together, we 4 were responsible for managing the brand's different social media channels. I ideated and created creatives along with them. I was able to go from 56 to 1200+ organic followers on Brahma wellness's Instagram page. On Pinterest, from 0 to 200+ clicks on a single pin. 2020 was the year that changed my life forever because I thought if there was no job available in the market for me then I should create one for myself. I started a group called Bodh India where I would take a group of people to different offbeat places across Uttarakhand and Himachal Pradesh at a very affordable price. I gave business to the local small-scale business owners from these places whose businesses were affected by covid-19. It was a win-win situation for everyone as I got to make a small commission by giving business to the local business owners and traveled for free, people who wanted to travel to different places but couldn't afford it were able to travel because the itineraries were cheap and the small scale business owners made money as well. Things were going well but it's not something that you can do all the time. I have experienced digital marketing/ social media marketing through my past internship experiences and I want to have a serious career in it. I believe in growing and learning as I go ahead. I am a go-getter and a very output-driven person. There are not many Jobs available in the market which a person will enjoy at the same time. I want to get into digital marketing or social media marketing because I feel like I can do it. Currently I am working as a content writer at DNP News Network Pvt Ltd. A candidate like me will ensure constant outputs and team support wherever it will be needed.

I look forward to hearing from you.

Education

Btech | 2016-2020 | Dr. KN modi institute of engineering and technology

Percentage- 67%

XII(senior secondary) | 2016 | Amity international school, Gurgaon.

Percentage- 91%

X(high school) | 2013 | Himalaya International School, Ratlam.

CGPA- 10/10

Skills & Abilities

Hobbies

- Reading
- Swimming
- Horse-back riding
- Badminton
- Dancing

Technical

- C programming
- HTML
- MS- word
- MS- excel
- MS- Power point
- SEO

General Skills

- SEO
- Social Media Marketing
- Content writing
- Content Marketing
- Email Marketing
- Social Media Marketing
- Digital Marketing
- Proofreading

Communication

- Participated in many intercollege and inter-school debate competitions.
- Fluent in English and Hindi.
- Have participated in activities like anchoring since my 8th standard even in college days.

Leadership

- Working as a coordinator in Cultural and literary society of my college
- Part of the student council in the school and acted as the educational prefect
- Overall coordinator(OC) for the college fest in 2019.
- Student president of 'Prayatna- fikr kal ki' (NGO) for the year 2019-2020.

- Lead- Intern at Brahma wellness.

Professional Skills

- Team management
- Market research
- Communication skills
- Networking expert
- Collaborative nature

Personal skills

- Creative spirit
- Reliable and professional
- Organized
- Time management
- Team player
- Fast learner
- Motivated
- Proactive

Experience

Content Specialist | Urbanclap | June/2017- July/2017

- This internship was based on SEO, I wrote content for their new website and was also involved in cold calls for a short period of time.

Internshala Student partner 9.0 | Internshala | March/2018- May/ 2018

- It was a marketing based internship and I was the face of Internshala at my college. I conducted various seminars and meetings to promote Internshala.

Online Volunteer| United nation volunteers | Nov/2017- Dec/2017

- Promoted volunteerism and made people pledge to volunteer.

Content writer | OYO | June/2018-Aug/2018

- Worked in the Conversions department of OYO.
- Repurposed blogs related to OYO brands.
- Handle the CMS(Content Management System) of OYO during my internship.

Intern Lead |Brahma Wellness | April/2020- September 2020

- Manage all the interns. (allot and track Everyday's work.)
- Ideate strategies and campaigns for the brand.
- Engage with other brands of the same domain.
- Handle day to day Activities.
- Content Marketing
- Social Media Marketing
- Hiring Interns.

Growth Manager | Plutos.one | April-2023- June 2023

- Client/brand on-boarding
- Relationship Management.
- Campaign strategies
- Lead- Generation.

Content Writer | DNP News Network Pvt. Ltd. | July 2023

- Webstories
- Content Writing/ Blogging on lifestyle and entertainment.
- Research
- News