

# JUHI WERNER

MBA (Marketing, Strategy & HR) | IIM Rohtak'24

## SUMMARY

Dynamic Marketing and Consulting Enthusiast with hands-on internship experience in devising strategic marketing campaigns and delivering impactful consulting solutions. Excelled in cross-functional collaboration to develop innovative marketing strategies and exceed client expectations. Proficient in market analysis, consumer behavior research, and strategic consulting methodologies, with a strong aptitude for driving business growth through data-driven insights and customer-centric approaches.

## ACADEMIC QUALIFICATIONS

Year	Qualification	Institute	% /CGPA
2022-24	MBA	Indian Institute of Management, Rohtak	4.60
2018-21	B. Com (Hons.)	Medicaps University, Indore	75.00 %
2017-18	Class XII (CBSE)	St Mary's H.S School, Mhow	74.00 %
2015-16	Class X (ICSE)	St Mary's H.S School, Mhow	83.60 %

## INTERNSHIPS

<b>Redwood Algorithms</b>	<b>Marketing Analyst</b>	<b>2024</b>
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- Launched and optimized Facebook, Google, Twitter, and WhatsApp CRM campaigns, boosting client lead generation by 40%
- Managed diverse client portfolio at Redwood Algorithms, driving 28% revenue growth through strategic account management
- Generated insightful reports on website traffic and campaign performance, contributing to an increase in client campaign ROI

<b>CloudEagle</b>	<b>Marketing Intern</b>	<b>2023</b>
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- Crafted B2B blogs for SaaS audiences, business owners, and SMEs, achieving Top 10 Google SERP rankings
- Crafted top-ranking landing pages and effective outreach emails, dominating Google SERP and outperforming competitors
- Managing marketplace strategy and listing our profiles on G2, Capterra, TrustRadius, Gartner digital marketplace etc.
- Organized monthly power lunches for CloudEagle, attracting 100+ high-level executives in IT, Finance, and Procurement roles

<b>Takshashila Consulting</b>	<b>Management Consultant</b>	<b>2023</b>
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- Contributed to product strategy, development, and execution of Fixed devices - IoT for a prominent Telecom firm in India
- Assisted in manufacturing outsourcing project for a Fortune 500 firm in Digital Infrastructure, ensuring efficient execution
- Drove growth for a US-based SaaS Renewable Energy Startup, achieving 30% sales increase and securing \$1.5M funding

<b>CUR8</b>	<b>Summer Intern</b>	<b>2023</b>
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- Contributed to revenue optimization initiatives for 240+ startups and enterprises, enhancing revenue team performance
- Hosted and produced 20+ "Tricks of the Trade" podcast, specializing in SaaS sales strategy and industry knowledge
- Conducted outreach to potential partners, successfully onboarded new partners bringing in 10% revenue
- Played a key role in executing client engagement plans, resulting in a 40% improvement in customer retention rates

## ACADEMIC PROJECTS

<b>IIM Rohtak</b>	<ul style="list-style-type: none"><li>• Conducted research to enhance the dining experience at IIM Rohtak's mess facility</li><li>• Utilized statistical analysis to identify factors influencing student satisfaction</li><li>• Crafted a set of recommendations based on findings and data-driven insights</li></ul>	<b>2024</b>
<b>IIM Rohtak</b>	<ul style="list-style-type: none"><li>• Analysed merger of HDFC Bank &amp; HDFC Ltd., navigating regulatory complexities</li><li>• Evaluated the impact of merger on shareholders, customers, and regulatory bodies</li><li>• Utilized research and market trends for merger evaluation &amp; strategic decision-making</li></ul>	<b>2023</b>

## POSITIONS OF RESPONSIBILITY

<b>Vice President, Sports Committee, IIM Rohtak</b>	<ul style="list-style-type: none"><li>• Led a team in organizing college sports fest Advitya'24, fostering teamwork.</li><li>• Spearheaded strategic planning and execution of events enhancing student participation</li><li>• Implemented fitness initiative to foster inclusive sports community of campus</li></ul>	<b>2022-24</b>
<b>Design Head, TEDx IIM Rohtak</b>	<ul style="list-style-type: none"><li>• Selected as one of the 20 students from a pool of 350+ through rigorous process</li><li>• Managed visual asset development including promotions and multimedia presentation</li><li>• Optimized project timelines, achieving 100% on time delivery while optimizing cost</li></ul>	<b>2023-24</b>

## ACHIEVEMENTS & EXTRA-CURRICULARS

<b>Competitions</b>	<ul style="list-style-type: none"><li>• 1st runner-up in 'What's Your Percent,' hosted by the Economics Club of IIM Rohtak</li><li>• Won national level case competition 'Case Connoisseur' hosted by IIM Rohtak</li><li>• <b>Finalist</b> in "Hunt for Star Consultant" hosted by IIT Kharagpur</li></ul>	<b>2023</b> <b>2023</b> <b>2023</b>
<b>Certifications</b>	<ul style="list-style-type: none"><li>• Attained certification in Management Consulting Essential Training</li><li>• Completed certification in Strategic Consulting Leadership Program</li><li>• Successfully certified in 4 weeks Industrial Training Program on Digital Marketing</li></ul>	<b>2023</b> <b>2022</b> <b>2020</b>