

YASHIKA RASTOGI

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13, Krishna Park Colony, Budaun- 243601

I am seeking an entry-level position in a dynamic organization where I can utilize my skills in management, marketing, and business development. My objective is to gain valuable experience and contribute to the growth of the organization while continuing to learn and develop professionally.

INTERNSHIPS

LiquaGen | July 2024 - September 2023 | Marketing Intern

- Analyse competitors and conduct research on target markets to create brand messaging that resonates with the customer base
- Improve followership across Face book, Twitter, and Instagram by identifying optimal release times for posts and creating quality marketing copy

Ravindr kumar and associates |January 2019 - March 2019 | accountant

- Organized files and maintained records for current list of clients and vendors
- Facilitated weekly audit of varying accounts
- Helped prepare debit and credit documents for [100+] clients
- Improve client relationships by resolving late and missed payments

EDUCATION

- **Pursuing MSC Geography** December 2023 - July 2025
IGNOU
- **MBA** October 2022 - Present
Graphic Era University at Dehradun
- **MA in History** July 2020 - May 2022
Rohilkhand University at Bareilly
- **B. Com in Commerce** June 2016 - July 2019
Banasthali Vidhyapith at Jaipur
- **Senior Secondary** May 2015 - June 2016
Banasthali Vidhyapith at Jaipur

- **High School** April 2013 - March 2014
Wilsonia at Moradabad

KEY SKILLS

- **Flexibility**
- **Critical Thinking**
- **Problem Solving**
- **Digital Skills**

ACCOMPLISHMENTS

- **Bronze Medal in English Olympiad** | March 2016 | **SOF**
- **District topper** | **2014**

VOLUNTEERING

- **community service volunteer** | March 2016 - March 2017
Actively participated volunteering in social activities like blood donation, student mentoring/tutor, cleaning camps etc.
- **second international conference of OM-RISE series on" integrating simplifications : harmonizing humaneness with technology in entrepreneurship through integrative intelligence"** | January 2018 - January 2018.

CERTIFICATIONS

- **Digital marketing** | **Google digital garage** | October 2022
- **project quality management** | **great learning**
- **change management** | **great learning**
- **team leadership and management** | **great learning**
- **customer relationship management** | **great learning**
- **inventory management** | **great learning**
- **procurement management** | **great learning**
- **RIO+23 program** | June 2016 | **united nations world humanitarian summit**
- **Dissecting web analytics** | September 2016 | **TEMPLE**

- **Course on computer concepts | June 2018 |NIELIT'**

INTERESTS

- Enjoys dancing, took certification in kathak.
- Enjoys sports, actively played and represented basketball in college.

EXTRA CIRRICULAR

- **EXPLORICA 2016-2017**
 - **participated in college cultural events like SYNERGY 2017-2018**
 - **navotkarsh 2017 - on the alumna committee**
 - **navotkarsh 2018 - on the discipline committee**
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