

UJJAINI GHOSH

Bengaluru, India 560068 | +918240927604 | ujjainighosh281198@gmail.com

Summary

Quick learner with academic abilities and technical knowledge to succeed in different roles. Ready to expand horizons with additional knowledge and abilities gained from training and experience. Always ready to help others and use abilities to support team goals.

Experience

Digital and Social Media Audit Intern 02/2023 to 05/2023
Outlook Publishing (India) Pvt. Ltd. Bengaluru, India

- This project involves the amalgamation of marketing and analytics concepts
- The study of brand website and the brand presence on social media
- Investigated competitors and demographics to compare and evaluate best marketing techniques
- Responded to queries to provide up-to-date product market information.

Business Development Associate 02/2021 to 05/2021
Byju's Bengaluru, India

- Encouraged student interaction to develop positive learning and socialisation experiences
- Created effective marketing, sales and promotional initiatives to drive revenue.

Skills

- Market Research
- Facebook, Twitter and Instagram Proficient
- Strategic Thinking
- Digital Marketing
- Change Management
- Risk Management
- Communication Skills
- Organizational Culture
- Pre Sales
- Sales
- Search Engine Optimization
- Search Engine Marketing
- Project Planning
- Entering data
- Email Marketing
- Training and Development
- Recruitment strategies
- Employee Relations
- Staffing and recruiting professional
- Recruitment and hiring
- Training development

Certifications

- Outlook Group Summer Internship Programme
- Foundations of Project Management from Google

Education

Master of Business Administration: Marketing & Human Resources 01/2024
ICFAI Business School Bengaluru, KA

B.Com(Hons): Financial Accounting 01/2020
University of Calcutta Kolkata, WB

Certificate of Higher Education: Accounting 01/2015
ST. John's Diocesan Girls' H.S School Kolkata, WB

Languages

English: : C2

Proficient

Hindi: : C1

Advanced

Bengali: : C2

Proficient