



KHUSHI MEHTA

ABOUT ME

I'm 22, born in Rajasthan, and brought up in Belagavi, Karnataka. I come from a family of four, my father is a businessman who teaches me to be a workaholic, my mother is a housewife from whom I learn multitasking, and my sister is a science student who makes me believe that having big dreams is important in life.

I'm a graduate with a Bachelor of Business Administration, academically specializing in the field of digital marketing. I believe in giving 100% to everything I do and have keen attention to detail.

WORK EXPERIENCE

Operations and Strategy Manager | Jainam Ceramics

April 2023 to Nov 2023

- Transformed manual inventory management and billing system into digital, increasing 45% efficiency in operations
- Strategised plans for a new business venture of ceramic printing and handling competitive product analysis
- Designed a digital marketing approach of creating digital catalogues and listings on business platforms, increasing sales by 15% in combination with offline marketing and maintaining customer loyalty

Content Writing Intern | Grimbyte Technologies - Remote

Dec 2022 to Feb 2023

- Working on ideating content for their website
- Creating content purely on the entertainment genre
- Working on the back end of the website to post articles through WordPress
- Posting 3 articles per day including editing of those articles
- Conducting proper research via various social media platforms and other sources before posting any article.

Client Servicing Intern | Laudco Media Pvt. Ltd. - Bangalore

May 2022 to June 2022

- Worked on Client Solutions and Retention
- Serviced 10+ Clients in the span of one month (Flipkart, Truffles, Renee cosmetics)
- Worked on balancing internal and external communications
- Made media plans and commercials for performance and influencer marketing
- Lead Generation via strategic outreach on social media and networking platforms
- Content concept ideation and blog content creation
- Online and Offline Campaign execution

Digital Marketing Intern | CyclingZens Pvt. Ltd. - Goa


Oct 2021 to Nov 2021


- Worked on thoroughly understanding the business model of the company.
- Created B2B presentation, posters, and infographics, used various social media platforms like Instagram, Facebook Business suite, LinkedIn to schedule posts.
- Set up various digital platforms like Bokun, Airbnb, Tripadvisor, Linktree, Hootsuite
- Designed Instagram guide, calendar, reels and job postings on LinkedIn.
- Also worked on content standardization, and created new product catalog.
- Generated influencer leads


CERTIFICATIONS


- Principles of Leadership (Great Learning, 2023) | Process Management (Great Learning, 2023) | Project Management (Great Learning, 2023) | Asset Management (Great Learning, 2023) | Introduction to Corporate Finance (Great Learning, 2023) | Product Management (Great Learning, 2023) | Tally ERP-9 (Tally Solutions, 2020)
- Fundamentals of Digital Marketing - Google Digital Garage, Sep 2021
- Supply Chain Management : A Learning Perspective - Coursera, Nov 2020
- Effective Business Communication - NPTEL (coordinating institute IIM-B)

CONTACT

 mehtakhushi73@gmail.com

 <https://www.linkedin.com/in/khushi-mehta-b82b641b0/>

 +91 89553 80952

 Jainam Ceramics, Udyambag,
Belagavi, Karnataka, 590008

SKILLS

- Content writing
- Upselling and Cross selling
- Canva
- Oratory skills
- Ability to work under pressure
- Interpersonal skills
- Patience
- Negotiation skills
- Active listener and observer


HOBBIES


- Active content consumer
- Reading books
- Listening to music
- Playing keyboard
- Gardening

LANGUAGES KNOWN

- English (Spoken) - Fluent
- English (Written) - Intermediate
- Hindi (Spoken) - Intermediate
- Hindi (Written) - Intermediate
- Marathi (Spoken) - Beginner
- Kannada (Spoken) - Beginner
- Kannada (Written) - Beginner

SOCIAL

 @_khushimehta_

 @mehtakhushi18

ACADEMIC QUALIFICATION

S. No.	Course	Name of the institution	Percentage	Year of passing
1.	Bachelor of Business Administration	KLE Society's College of Business Administration Lingaraj College Belagavi, Karnataka, India	96.55%	2019-22
2.	Pre-University College	Jain Heritage School, Belagavi, Karnataka, India	76%	2017-19
3.	SSLC	Amrita Vidyalayam School, Belagavi, Karnataka, India	95% (10 CGPA)	2016-17

POSITIONS OF RESPONSIBILITY

- As Team Lead, organized inter-collegiate fest, with 10 members.
- As Event Head, organized inter-school fest, with 20 members.
- School Head Girl in 11th Grade.
- School Captain in 10th grade.
- Cultural Secretary in Secondary School.

ACHIEVEMENTS

- Awarded a Gold Medal and an academic excellence award for consistent past performance in BBA
- Participated in 15 and won 11 titles in various intercollegiate events as Best Manager.
- Awarded as 'Best Student' in senior secondary school.

ACADEMIC PROJECT

You and Your Mind

<https://youandyourmind.wixsite.com/website>

February 2022

This is an academic project of developing a website and creating SEO-centric content related to a new business idea in a specific industry. You and Your mind is a platform (website) that provides a safe space for unspoken and ignored mental health issues.

QUOTE THAT I STAND FOR

It's not about being better than others,
it's about being better than who you were yesterday.

ONE WORD I USE TO DESCRIBE MYSELF

"Driven"

I hereby declare that, the above mentioned information is true to best of my knowledge.