

Vanshika Malpani

(Digital Marketing Manager)

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Professional Summary

Driven marketing student with a strong academic background and diversified skills. Committed to continuous learning. Seeking an opportunity to apply theoretical knowledge and practical skills to contribute to the success and gain relevant experience in the field of management and marketing.

Areas of Expertise

- Creative Writing
- Data Analytics
- Business Communication
- Digital Marketing (Social Media Marketing, E-mail Marketing)
- CRM Tools (Hubspot, Salesforce)
- Canva

Work Experience

College Thread (Greek House)

February 2024-Present

Social Media Marketing and Growth Intern

- Used CRM softwares like Salesforce, Hubstaff, and management softwares like Notion
- Managed, Interact and Engage Social Media Accounts for each School assigned – Managed 20+ Affiliate Accounts
- Cleared out direct message portals
- Used Social Media Calendar, Pull created content from Notion and other tasks needed by the marketing team

Axis Bank

June 2023-August 2023

Summer Intern

- Used software SAKSHAM, FINACLE
- Reached out to potential customers and pitched them about offered products
- Assisted in day-to-day bank operations

The Times of India

June 2022-August 2022

Business Development Intern (Indore, Madhya Pradesh)

- Reached out to potential customers by phoning, emailing, and visiting, using excellent sales techniques to secure leads.
- Designed onboarding pitch to drive customer conversion

Indragani Solutions

April 2021- July 2021

Proofreader and Content Writer

- Handled content writing, proof-reading, and followed the review processes
- Completed all the given assignments on time
- Ensured the content including the keywords from SEO research

Content Writer and Marketing Intern (Kolkata, India)

- Delivered high-quality written content that was creative informative, and entertaining
- Performed Indirect Marketing through Quora.
- Applied strong writing in each assignment to produce the best possible content.

Education

Master of Business Administration: Marketing Core	2024
International Institute of Professional Studies, DAVV University (Secured 89.1)	
Bachelor of Business Administration	2023
International Institute of Professional Studies (Secured 84.3%)	
Higher Secondary Education (12th): Commerce with Informatic Practices	2019
Chameli Devi Public School (Secured 84.8%)	
Senior Secondary Education (10th)	2017
Chameli Devi Public School (Secured 84.6%)	

Certifications and Courses

• E-mail Marketing (Hubspot Academy)	June, 2024
• Google Data Analytics	December, 2022
• Creative Writing (Internshala)	July, 2020
• Google Digital Unlocked	October, 2019

Hobbies and Interests

- Reading Books
- Fitness

Projects and Accomplishments

- Completed a Research Project for fulfilment of the MBA on the topic “Influence of Online Word-of-Mouth on Consumers Purchase Decisions for Sustainable Products”
- Selected in Top 250 candidates in DRONA IRIS (A national Leadership and Mentorship event) conducted by IIM Indore

Co-Curriculars

- Participated in various cultural fest in college like tourista, fiesta
- Participated in management fest ‘IRIS’ by IIM Indore
- Participated in management fest 'Aagney' by Daly College of Business Management