

# ISHIKA BANSAL

## DYNAMIC INDIVIDUAL

### CONTACT



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<https://drive.google.com/drive/folders/1Mdr-9ZCvAv-VFia-o0ygXcr4fOnqD7EH>

### SKILLS

Social Media Marketing  
Effective Communication  
Planning and Coordination  
Microsoft Office  
Google Workspace  
Human Resource (HR)

### EDUCATION

**Bachelors of Business Administration**

**Guru Gobind Singh  
Indraprastha University**

2020 - 2023

Activities:  
Student Coordinator

**Nursery - 12th**

**Central Board of Secondary  
Education**

2007 - 2020

Activities:  
Event Organizer, Music Club, Dance Club

### LANGUAGES

English

Hindi

Korean

### PROFILE

A dynamic individual with an optimistic attitude & creative mind also, proficient in different Microsoft Office programs who is inquisitive about learning and acquiring knowledge about latest trends & technological advancements such as the emerging Artificial Intelligence, etc.

Moreover, I offer key strengths in critical thinking, team building, & communication. With a strong commitment to progress and goal achievement, I am well-versed in streamlining processes, driving efficiency, and encouraging team performance.

### WORK EXPERIENCE

#### Influencer Relations Associate

*The Good Creator Co.*

18 Dec'23 - May'24

- Coordinating with internal teams to guide the influencers
- Shortlisting influencers on the company's dashboard
- Bridging the gap between influencer feedback and the business teams
- Coordinating with business team to manage the internal campaigns

### PROJECTS

#### Council Member

*Women's Indian Chamber of Commerce*

Dec'22 - Jun'23

- Engaging with the team members to build a specific project
- Encourage college students to participate in our projects
- Brainstorming project ideas

#### Human Resource Associate

*iFortis Worldwide*

Jun'22 - Aug'22

- Recruiting HR-Trainees
- Guiding the trainees throughout their internships
- Ensuring the timely completion of the projects
- Encouraging students to participate in the company's programs
- Preparing weekly experience reports

#### Social Media Marketing Freelancer

*Pawtoons*

Aug'21

- Brainstorming project ideas
- Designing social media posts on their social media handles
- Analyzing the insights and implement marketing strategy accordingly