

GARGI KAPOOR

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Ferozepur, Punjab



SUMMARY

Highly motivated and organized College student with excellent communication and multitasking skills, and a proactive problem-solving approach. Adept at coordinating administrative tasks, and managing schedules, along with relevant experience in HR and Marketing Activities. Proficient in utilizing modern office software and tools to enhance efficiency. Eager to learn, adapt, and thrive in a fast-paced professional environment while delivering top-notch assistance to enhance overall team productivity and success.

EDUCATION

Lovely Professional University, Phagwara

MBA in Business Analytics

8.75 CGPA

2022 – Present

Panjab University, Chandigarh

Bachelors Of Commerce (Honours)

73.91%

2019 – 2022

SKILLS

- Excellent organizational and time-management skills
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously
- Campus Recruitment Specialist
- Talent Sourcing
- Superb Presentation skills.
- Microsoft Office 365.
- Canva
- Content Creation
- Report preparation
- Market research & Data Mining
- Social media Marketing
- B2B Acquisition
- Public speaking

CERTIFICATIONS

- Certified Marketing Manager By Vskills
- Certified HR Generalist by Vskills
- Leading; Human Resource Management and Leadership by Macquarie University
- Small Business Marketing by Brad Batesole

INTERNSHIPS

Social Media Marketing Intern

Epitome TRC | June 2023-August 2023

- Responsible for handling clients' Social media platforms
- Generated 50 + Brochures/memes/posters/reels for Epitome TRC social media channels
- Contributed to SEO Activities by coming up with 40+ Articles and blogs within a period of 45 days
- Wrote engaging, crisp, and modern content for multiple social media channels.
- Studied emerging social media platforms and features to grow organization's presence on new platforms.

Marketing Intern

Epitome TRC | Jan 2023-April 2023

- successfully onboarded 30+ colleges including top NITs/IITs for Campus recruitment of various Tech and Non-tech Profiles
- Generated 60+ leads for Hiring/empanelment Services
- Responsible for creating and Analysing content on the company's Instagram handle, followed by implementation of strategies that led to a 35.8% increase in engagement rate within a period of 30 days
- Managed phones, triaged emails, and performed social media marketing.
- Collaborated with cross-functional teams to establish alignment and productive communication for marketing initiatives.
- Prepared Excel and PowerPoint slides for use in presentations by marketing teams.

Market Research Intern

Browku | July 2021-August 2021

- Translated findings into text documents and created visual deliverables such as charts, and graphs.
- Analyzed data sets to uncover industry, consumer, and brand insights.
- Performed SWOT and PESTEL analysis to determine the company's competitive advantages and market trends
- Mined Data using Extract, Transform, Load (ETL) Technique.

ACHIEVEMENTS

- **VIZ WARS: BATTLE OF DASHBOARDS**
First Runner Up
- **STRATEGY FOR CORPORATE CONTRIBUTION TOWARDS THE ATTAINMENT OF SDGS (SUSTAINABLE DEVELOPMENT GOALS)**
Among the Top 11 Teams
- **LPU GYAN MANTHAN- EUPHORIA EXPLORING YOUNG TALENT**
Scored 96.1 percentile, and Awarded with a study grant of INR 50,000.

VOLUNTEERED

Campus Ambassador | Third Unicorn
August 2023 – present

Campus Ambassador | Study Oversees Help January
2021 – Feb 2021