

MIMANSA UPRETI

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Career Objective

Seeking a job opportunity where I can hone my skill and develop into a multifaceted professional affluent with managerial skills.

Education

Amrapali Institute of Applied Sciences | Kumaon University

Bachelors in Business Administration, BBA

Haldwani, Uttarakhand

2018-2021

Aryaman Vikram Birla Institute of Learning

PCM, Intermediate

Haldwani, Uttarakhand

2017-2018

St Georges School

High School

Alaknanda, New Delhi

2015-2016

Experience

Mithi Software Technologies Pvt. Ltd

Marketing Operations Associate

September 2022- August 2023

- Managed and coordinated digital and marketing operations for the promotion of the company.
- Organized webinars and meetings.
- Prepared and curated content for better promotions.
- Created online data library for social media and backlinks. Handled and managed online data and created backlinks.

Strategism Inc

Intern

June 2020- November 2020

- Created content and creatives for social media and developed content and layout of the official website.
- Gained proficiency in creating responsive emails with HTML and worked on Mailchimp.
- Conducted competitive analysis for all the courses provided by Strategism Inc.
- Supervised and mentored colleagues in day-to-day work.

Management Activities

- Entered a Management Club activity competition (group of four) to build an Uttarakhand-based business product and secured first position. Autumn 2018 & 2019
- Managed a group of five students for summer assignments-based projects on Managerial outcomes of learning via reading and survey; secured first position and was acknowledged as the best team leader. Summer 2019
- Participated as an anchor in the famous Word Power Game organized during KDMM, a prestigious literary Intercollege Meet. Autumn 2019

Skill Summary

- **Computer proficiency:** MS Office (Excel, Word, and PowerPoint), Google Suite (Google Sheet, Google Docs, and Google Slides), Digital Marketing, HTML.
- **Tools used:** Mailchimp, ZOHO CRM, Hootsuite, Ahref.
- **Language:** English (Effective communication skills (Oral and Written)), French (Primary Knowledge and fluency).

Certifications

- Certificate course: French Language (IGNOU).
- Pursuing Python certificate course (Udemy)
- Certificate of completion for (a)Excel Course, (b)Build Responsive Real-World Website with HTML5 & CSS3 online course (c) Creating a Responsive HTML Email, Udemy, and (d)The Complete Digital Marketing Course, Udemy.
- Certificate of Achievement for successful completion of 'The Fundamentals of Digital Marketing', Google Digital Unlocked.