

PHILAKYNTIEW YMBON

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EDUCATION

Loreto Convent, Shillong

Graduated with 75%

Army Public School, Shillong

Graduated with 82%

Christ University, Bangalore

Graduated with 6.3 CGPA

Jain University, Bangalore

Graduated with a 8.6 CGPA

PROFESSIONAL CERTIFICATION

Chartered Managerial Economist (Ch.ME), 2023

SKILLS

- Marketing
- Microsoft Excel
- Microsoft Powerpoint
- Microsoft Word
- SPSS
- Interpersonal skills
- Communication skills
- Writing Skills

INTERNSHIP

Sales Intern in Futurera (June, 2020)

- Interned in Futurera in sales department.
Primary task was to generate as many sales lead as possible

PROJECT WORK

Dissertation Work - I (2018)

- Correlates of Death Anxiety among Middle Aged Adults: Income and Religiosity

Dissertation Work - II (2021)

- Mental Disorders; cost and productivity in India

INTERESTS AND HOBBIES

- Painting
- Social Media
- Fitness/Health
- Music
- Mental Health

SUMMARY

An MA Economics graduate with almost 1+ years of work experience and a background in Psychology and Sociology. A people-oriented person with good communication skills and understanding.

WORK EXPERIENCE

PICOCREW

Sales and Marketing

- My responsibilities have included interacting with the captains and onboarding them on our platform.
- managing the database and also helped in planning their offline marketing strategy.

A2I UNITE

Program Manager

- reworked their social media strategy, focusing only on Instagram and LinkedIn.
- created over 100+ collaterals to be shared across these channels.
- wrote 7+ first drafts of the blogs for LinkedIn by doing extensive research for each one.
- prepared a questionnaire, which aptly captures needs and wants of their potential target audience
- resourceful in doing exploratory research on any topic that was given.

THE PRINT SPACE

Junior Client Development Researcher

- Prospecting, generating, qualifying, processing and following up on leads and appointment setting for the sales and account management team.
- Collaboratively work with the sales, account management and marketing team and Leadership to develop lead generation strategies to generate new opportunities with prospective artist clients
- Providing consistent, concise, accurate internal and external communications
- Initiating and participating in client pitches with the sales and account management team and subject matter experts

VOLUNTEER

Bosch Bridge Program, Bangalore

- Volunteered as an English teacher for people planning to work at BOSCH.

Bethany School, Shillong, 2013

- Volunteered for differently abled children awareness campaign