

# Ayushi Jain

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EDUCATION			
Degree	Institution/School	Percentage/CGPA	Year
BBA (General)	Amity University , Noida	8.40 /10	2018-2021
Class XII Commerce with Maths (ICSE)	St. Patrick's Junior College, Agra	67.2	2017-2018
Class X (ICSE)	St. Patrick's Junior College, Agra	78.8	2015-2016
WORK EXPERIENCE			
CashKaro	Customer Relationship Management Analyst	16 <sup>th</sup> November 2021-18 <sup>th</sup> November 2022	
<ul style="list-style-type: none"><li>Handled customer complaints and maintained fast response time and great quality over all the modes of customer communication (email, chat, calls, etc.)</li><li>Built profitable relationships with key customers.</li><li>Kept customers updated on the latest offers in order to keep them engaged in the app.</li><li>Expanded the customer base by <b>upselling and cross-selling</b>.</li><li>Understood key customer individual needs and addressed them.</li></ul>			
INTERNSHIPS			
Gati Welfare Society	Educator	18 <sup>th</sup> January – 31 <sup>st</sup> March, 2021	
<ul style="list-style-type: none"><li>Conducted educational classes for underprivileged children.</li><li>Conducted creative workshops for children.</li><li>Conducted seminars on women empowerment.</li></ul>			
RESEARCH PAPERS			
How Oreo in India uses Integrated Marketing Communications to Launch and establish itself effectively.	<ul style="list-style-type: none"><li>How the brand came into being and how it launched and established itself in India.</li><li>How the brand of Oreo grew into a big and global brand..</li><li>Marketing strategies that the company used to communicate its products</li><li>Did <b>hypothesis test, questionnaire analysis</b>,to taken the response of people and afterwards used correlation analysis to calculate and measure the responses.</li></ul>		
Made a final report on ABInBev	<ul style="list-style-type: none"><li>Did research <b>paper analysis</b> of different companies financial data.</li><li>Calculated the <b>working capital of the company</b> of the past 5 years.</li></ul>		
How Big Bazaar is affected by E-Commerce brand like Grofers in the Indian Scenario of shopping.	<ul style="list-style-type: none"><li>Did a comparison between the two companies about their marketing strategies and how they are different.</li><li>Did literature review of research paper of different e-commerce companies and what is the current market scenario of shopping.</li><li>Told a bit about research gaps.</li><li>Did <b>questionnaire analysis</b> so as to get the response of people.</li></ul>		
SKILLS AND CERTIFICATIONS			
Digital Marketing	College	Learned various skills related to digital marketing like <b>analytics and data insights, business strategy, content marketing, display advertising, E-commerce, Email Marketing, Local Marketing, SEM, SEO, Social media marketing and web optimization.</b>	
Sales Professional	Udemy	Learned about how to increase your <b>likeability factor</b> , how to influence people at work, disclosure, nonverbal messages, <b>networking</b> , how to win friends, skill of making small talk, <b>essential selling skills</b> , setting <b>SMART goals</b> , time management skills, how to target market, about prospect board, <b>art of conversation</b> , cold calling, body language.	
Listening Actively	Harappa	Learned the way and as to what qualities are required to be an Active listener. Learned about <b>EAR Model, ABC of Active Listening, SOLER model, 4E's of Active listening, HARP</b> and many other ways to be an active listener.	
Time Management	LinkedIn Learning	Learned the <b>principles of Time Management</b> . Identifying why <b>switch-tasking is an ineffective way</b> to work and created a more <b>focused schedule and workspace</b> .	
POSITION OF RESPONSIBILITY			
SECRETARY IGNIS Dance and Fashion Society	<ul style="list-style-type: none"><li>Participated in various dance competitions and events conducted by different colleges like IIT Roorkee etc.</li><li>Organized and managed numerous dance competitions and events like Step it Up etc.</li><li>Conducted dance classes for underprivileged children.</li><li>Choreographed various other dance events conducted by the university.</li><li>Handling social media platforms for the IGNIS dance society.</li><li>Organized various online dance events, competitions and workshops.</li></ul>		

<b>MEMBER,</b> Gati Welfare Society, (NGO)	<ul style="list-style-type: none"><li>• Imparted education to the underprivileged children.</li><li>• Conducted <b>creative workshops</b> for children.</li></ul>
<b>EXTRA CURRICULAR AND COMPETITIONS</b>	
<b>School</b>	<ul style="list-style-type: none"><li>• Organized, managed and participated in various school events like ENTRE-STOICS etc.</li></ul>
<b>Competitions</b>	<ul style="list-style-type: none"><li>• <i>Thompso, IIT Roorkee</i>-Participated in dance competitions and treasure hunt.</li><li>• Organised Step it Up 2.0 in College.</li></ul>
<b>LANGUAGES KNOWN</b>	
<b>Hindi ,English, Spanish</b>	