

YUVASHREE.B

CONTACT

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CHENNAI

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY | 2019-2022

CGPA: 9.37 (till 4th semester)

SENIOR SECONDARY (XII), COMMERCE

KPCVSS CHENNAI (CBSE) | 2019

PERCENTAGE: 84%

SECONDARY (X)

KPCVSS CHENNAI (CBSE) | 2017

PERCENTAGE: 87.4%

INTERNSHIPS

MARKETING AND SALES

IFORTIS CORPORATE | JUNE 2021-JULY 2021

- Successfully marketed the event done by the company by increasing registrations 2x.
- Implemented innovative marketing structures and marketing mix for the company event.

BRAND MANAGEMENT AND MARKETING

PTE UNIVERSE | APRIL 2021-MAY2021

- Introduced new techniques and ideas for marketing which tremendously made the customers aware about the organization 10x.
- Made a complete SWOT analysis on company which increased the growth.

POSITION OF RESPONSIBILITY

PLACEMENT COORDINATOR

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY | 2021-2022

CAMPUS AMBASSADOR

NSS IIT DELHI | APRIL 2021-MAY2021

SPORTS CAPTAIN

KPCVSS SCHOOL | 2017-2019

EXTRA-CURRICULAR

SOCIAL AND VOLUNTEER EXPERIENCE

CARE AND WELFARE (NGO) | MARCH 2021-JULY2021

- Done 3 months internship with NGO in social media marketing under leadership, content writing, awareness posters and videos.
- Also has been a part in planning team and as event coordinator.

LANGUAGES

- ENGLISH
- TAMIL
- TELUGU
- HINDI

AWARDS AND ACHIEVEMENTS

NATIONAL MARKETING QUIZ
82ND RANK OVERALL
SEPT 2021

NATIONAL CREATIVITY APTITUDE TEST (NCAT)
AIR 61
JUNE 2021

BLOG WRITING COMPETITION (ON PRODUCT REVIEW)
SECOND RUNNERUP-3RD RANK
APRL 2021

LICENSES AND CERTIFICATION

MS-EXCEL 2016
GREAT LEARNING
ISSUED NOV 2021 · NO EXPIRATION DATE

GOOGLE ADS DISPLAY
GOOGLE
ISSUED NOV 2021 · EXPIRES NOV 2022
CREDENTIAL ID 73861755

SEARCH ADS 360
GOOGLE
ISSUED NOV 2021 · EXPIRES NOV 2022
CREDENTIAL ID 97353782