



Priya Shukla

+91 9140309512 priya28101a@aim.ac.in
linkedin.com/in/priya-shukla02



An MBA fresher specializing in Marketing, seeking opportunities to apply academic knowledge in digital marketing, brand management, and consumer insights to drive customer engagement and business growth.

Education

- **Army Institute of Management**, Kolkata, W.B *July 2024 – June 2026 (Expected)*
Master of Business Administration in Marketing
- **Allahabad State University**, Prayagraj, U.P *2020 – 2023*
Bachelor of Science
- **Kendriya Vidyalaya No.1**, Bikaner *2016 – 2017*
High School Education
- **Kendriya Vidyalaya No.1**, Bikaner *2017 – 2018*
Secondary School Education

Skills and Certifications

- **Digital Fluency:** Google Analytics, Google Skillshop (Digital Marketing), Social Media Marketing (Instagram), Google My Business, CRM Tools, Market Research Reporting.
- **Marketing Skills:** Customer Engagement, Brand Management, Campaign Support, SEO (Basic), SEM (Basic)
- **Tools:** MS Excel (Basic), MS Office, Cubein (Decathlon), Tableau (Basic)

Projects and Internships

- **FMCG Marketing Intern – ALO FRUT**, Kolkata *June 2025 – Aug 2025*
 - Conducted 150 consumer and 100 retailer surveys, delivering insights on buying patterns for targeted campaigns.
 - Analyzed consumer data to create 3 actionable marketing strategies, enhancing campaign effectiveness.
 - Analyzed consumer behavior data from 150 respondents to create 3 actionable marketing strategies, enhancing targeted campaigns.
- **Omni Sport Advisor – Decathlon**, Prayagraj *Aug 2025 – Sep 2025*
 - Assisted 100 customers weekly with product selection and queries, improving customer experience.
 - Managed 200 SKUs via merchandising and stock audits, strengthening sales operations.
 - Supported digital campaigns, in-store promotions, and reporting, generating consumer insights for targeted strategies.
 - Optimized Google My Business profile, boosting local brand visibility and engagement.

Co-Curricular / Extra-Curricular Activities

- Music Club Coordinator – Student Club Head AIM Kolkata
- Sports Captain – Parakram'25: Led team to victory and won the trophy.
- Core Member – AIMK Admission Team: Managed student outreach and event coordination.
- Cultural Representative – BRIO'24: Represented AIMK in Solo Singing Competition.

Personal Information

- **Father's Name:** Sub Maj Rajesh Kumar (Retd.)
- **Date of Birth:** 27 Jan 2001(Age: 24)
- **Permanent Residence:** Prayagraj, Uttar Pradesh
- **Languages:** English, Hindi
- **Interests:** Event Management and Cultural Activities, Reading Books (Business, Self-Development and Fiction)