

Contact

www.linkedin.com/in/shobhamukherjee (LinkedIn)

Top Skills

Digital Marketing
Python (Programming Language)
Advanced Google Analytics

Certifications

Complete Digital Marketing
Macro Economics in the REAL World
Advanced Google Analytics
Google Analytics
Complete Python Bootcamp

Shobha Mukherjee

MDI PGPM '21 | Marketing Aggregator | Content Creator | Freelancer
| National Finalist @IIM | Economics(Hons.)
Kolkata

Summary

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- * Marketing Aggregator
- * Content Writing
- * Social Media Marketing
- * Freelancing

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** Currently pursuing PGPM from Management Development Institute, Batch 2019-21.

** I did my graduation(B.A) from T.M.B University with Economics being the department topper with 82% in final year.

** I strongly believe that one must keep following their passion of life in every circumstances. Which is my I did my first internship in Content Writing since I always enjoyed to pen down my thoughts, ideas, emotions and everything else.

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** Currently I'm working as a Marketing Intern at CodeVector Labs - AI Solution from June, 2020.

** I did my official internship at GoCrackIt as Digital/Content Marketing Intern from April, 2020 to June, 2020.

** I worked for ConnectIndia as a content writer intern from May, 2019 to June, 2019.

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**National Finalist in the Finance Event(AESTIMATUS 6.0) of AGNITRAYA organized by IIM KASHIPUR.

**National level recognition certificate by the RELIANCE INDUSTRIES LIMITED for The Sustainability Quiz & The Reliance Quiz of Reliance Quiz-a-thon 5.0.

**National Finalist position for the event WARGAMES(Capture The Flag) held by SCIT.

**Secured second position in the speech competition held by Punjab & Sind Bank || Topic - Corruption free India.

**A passionate writer who loves to pen down every emotion and experience of life. Along with that a passionate reader of romantic novels especially by Chetan Bhagat, Durjoy Dutta and Ravinder Singh.

Since the day I joined MDI, I have seen myself changing from the scratch, with responsibilities and team work succeeding the list. And with each moment passing by, I have learnt to appreciate people, since everyone contributes to all new perspectives that we get to know about life.

Along with academics, I strongly believe that a person should excel in every event of their life. Be it sports, be it extra curricular or any other field. For me, sports has been an integral part in the learning process since my school days and even now. It teaches you team work, team co-ordination, leadership and management skills with such simple examples that one need not go deep into the roots of those words.

Experience

Blogspot.com

Content Creator

August 2020 - Present (1 month)

CodeVector Labs - AI solutions

Marketing Intern

June 2020 - Present (3 months)

Kolkata, West Bengal, India

EcoMinds - The economics club of MDI

Student Coordinator

July 2019 - Present (1 year 2 months)

Drama Club MDI

Student Coordinator

July 2019 - Present (1 year 2 months)

GoCrackIt

Digital/Content Marketing Intern

April 2020 - June 2020 (3 months)

Bengaluru, Karnataka

- * Analyzing the contents consumed by MBA students/Working professionals, deficiency in the contents consumed in terms of relevance, format or ease of understanding for various online/offline sources of content.
- * Market GoCrackIt to the right customer segment through Content Marketing that engages the potential customers through various mentors of GoCrackIt in the form of well edited video-based conversations/Blog articles.
- * Research various courses, articles, blogs or any other content provided by the online/offline sources of content.
- * Creating content Marketing Strategy, determine the appropriate KPI's to measure and execute the Content Marketing Strategy accordingly.

Digitally Next

Digital/Social Media Marketing Intern

April 2020 - April 2020 (1 month)

Delhi, Delhi

ConnectIndia

Content Writer

May 2019 - June 2019 (2 months)

Kolkata Area, India

Conducting thorough research through online sources, websites and articles to generate new ideas for meeting different sorts of demand of the customer. Preparing well structured drafts and editing blog posts before publishing. Submitting works to editor for inputs and approval ensuring all-round consistency. Updating website content by identifying customer's needs and gaps in our content.

Education

Management Development Institute

Post Graduate Program in Management · (2019 - 2021)

SM college bhagalpur

BA - Bachelor of Arts, Economics · (2013 - 2017)

