

ARCHANA A

MBA – MARKETING AND HR

CONTACT

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EDUCATION

MBA - MARKETING & HR •
2024

Calicut university

70%

BBA - FINACE • 2022

Calicut university

72%

KEY SKILLS

Data analytics
MS office
Customer relation
Market Research
Problem Solving
Time Management
Team Building

LANGUAGES

English
Malayalam
Hindi- Basic

CERTIFICATION

Office Automation
Market Research

OBJECTIVE

Enthusiastic marketing graduate with a strong foundation in problem-solving, market research, and customer relations. Skilled in actively listening to clients' needs and making informed decisions, with a keen interest in developing and implementing innovative marketing strategies. Committed to enhancing customer satisfaction and driving business growth in a dynamic and collaborative environment.

EXPERIENCE

CONTENT CREATOR • MAY 2024- JULY 2024

Manappuram Civil Service Academy, Thrissur

- Developed and executed comprehensive content strategies across various social media platforms, resulting in a 30% increase in brand awareness and a 25% growth in engagement.
- Produced high-quality written, visual, and multimedia content, tailoring it to target audiences and contributing to a 20% increase in follower count.
- Monitored and analyzed content performance using analytics tools such as Google Analytics and Hootsuite, optimizing strategies to achieve a 15% increase in content reach and a 10% improvement in engagement rate.

MARKETING INTERN • APRIL 2024- MAY 2024

Manappuram Civil Service Academy, Thrissur

- Completed a 45-day internship in Marketing Communication at Manappuram Civil Service Academy, supporting the marketing team in developing and implementing strategies that resulted in a 20% increase in brand presence and a 15% boost in engagement.
- Gained hands-on experience in digital marketing, social media management, and content creation, utilizing tools like Google Analytics and Hootsuite to monitor performance metrics and optimize content.
- Contributed to a 10% increase in website traffic and a 12% improvement in social media engagement by analysing data and adjusting content strategies accordingly.

REFERENCE

Dr. P Vasanthakumari
Additional Coordinator
Dr. John Matthai Centre, Thrissur
94477 95387

PROJECTS

- A Study on Promotional Activities and its Influence in Consumer Behavior
- A Study about Online buying behavior of students at Mankada Govt. College.

ACHIEVEMENTS

- Received the Best Marketing Team award at the National Level Management Fest EMPRESSA 2024.
- Secured the Best Marketing Team title at the National Level Management Fest ELEGENZA 2024.
- Coordinated the JeMeCe 2024 event, hosted by Dr. John Matthai Centre in Thrissur
- Organized the International Conference HOSPICA EN MASSE 2024.
- Achieved the Best Marketing Team accolade at the National Level Management Fest MERAKEI 2024.
- Directed the National Level Management Fest EVOCA 2023 as the Event Coordinator.
- Participated in the International Management Fest ASCEND 2023.