**Chandini Konchada**



Date of Birth: 12/11/1989

Residential Address: Vascon Ela, A-401,Opp. Suzlon Company, Malwadi Road,

Behind Amanora Park Town, Hadapsar, Ph no. 8007116661

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**Masters of Business Administration- Class 2015-17**

**Specialization: Major:** Digital Marketing **Minor:** Advertising and Branding

**Languages known: English, Hindi, Oriya, Telugu, Basics of German**

**Technical skills:** MS.Office, MS.Excel, Adobe Photoshop, Adobe Illustrator, Html

**Educational Qualifications**

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| --- | --- | --- | --- | --- |
| **Course** | **Institute/College/School (University/Board)** | **Subject / Area** | **Percentage/ CGPA** | **Year of passing** |
| MBA | FLAME School of Communication, Pune (FLAME University) | Digital Marketing, Advertising | 6.06 | 2017 |
| Graduation | Vignan Institute Of Technology and  Management, Orissa  ( B.P.U.T) | Information Technology | 67.00% | 2012 |
| XIIth | Sadhna Junior College,  Andhra Pradesh (S.S.C) | Science | 78.20% | 2008 |
| Xth | D.A.V Public School, Orissa (C.B.S.E) | English, Hindi, Maths, Science | 53.80% | 2006 |

**Work Experience:**

**Company, Location:** Raja Jewellers, Big Bazar, Berhampur, Orissa

**Duration:**  24 months (1stth September 2012 to 31st August 2014)

**Designation:**  Jewellery Sketcher

* **Key responsibilities:** Creating blue prints of ornaments and brainstorming with clients regarding their requirements
* Maintainingan updated list of designs that can be showcased to other prospective customers

**Post Graduation Internship:**

**Company, Location:** Grey Group, Mumbai

**Duration**: May 2nd- July 9th, 2016

**Project title:** Digital-Client Servicing-(Multiple Projects) - Content writing, Creatives, Twitter and Facebook Analytics, Wireframes, Quality Checks, Competitor Analysis, Handling weekly and Daily Reports of Some Brands, Understanding Digital Strategies of Brands

**Certifications:**

* Ad-words Fundamentals Certified, Facebook Blueprint Certified, Ad-words Display Certified, Google online marketing challenge- 36th Rank Globally

**Extracurricular activities:**

* Learnt software like info-graphics, Adobe Photoshop, Illustrator, Canva
* Learnt Perspective Drawing,2D,3D modelling at Silica Institution for 6months, Fine Arts Representative
* Portrait drawing: Interested in portrait drawing and completed an intermediate course
* Dancing: Participated in a Belly dance stage performance organized in Symbiosis, Pune.

**Articles Published:**

Published an article on the topic “How Indian Brands are winning visual content”- <http://www.innovativeboard.com/search?q=visual+content#.WDp5TtV96Uk>

Published an article on CAFÉ 125- (Start up Idea)- A pilot campaign at my college

<http://www.innovativeboard.com/>

**Projects:**

* My journey as a consumer
* Culture Studies framework to analyze/critique/biases are portrayed in the media
* Freedom of speech and expression in 21st Century
* How culture is portrayed in media
* Researched on existing strategy of Brands like NETFLIX, The Body Shop and also developed strategy for these brands
* Have a hands on experience for live campaign in FACEBOOK and Google Ad-words with the clients PAL Translation, FLAME University.
* Acted as a client, agency, creatives for some brands like Ariel, Cadbury, Myntra and lot more at my college