

Aastha S.

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Summary:

Having graduated with an **MSc in International Business and Strategy** from **Lancaster University**, and worked in IT Support production, change management and consulting roles for over 3 years, I seek **Strategy or Business Management Consultant or similar** roles in companies. I have the right to work in the UK and am ready to relocate anywhere in the UK.

Skills:

Strategic Decision Making	Leadership
Analytical Thinking	Business Planning and Coordinating
Strategic Planning and Analysis	Stakeholder Management
Change Management	SWOT Analysis
Competitor Analysis	Business Administration
Market Research	Client Relationship Management (CRM)

Education:

Lancaster University | MSc International Business and Strategy | (2:1 Obtained) UK September 2022- 2023

- **Modules:** Cross Border Mergers and Acquisitions (1st), Strategic Purpose and Leadership (1st), Researching Entrepreneurship, Strategy, and International Business (1st), Managing Multinational Firms (2nd), Building Competitive Advantage(2nd).
- **Dissertation:** Adopting internationalisation models when globalising in foreign markets by Indian family-owned SMEs: a qualitative approach (**Merit**).

SRM Institute of Science and Technology | B. Tech Computer Science Engineering June 2015- May 2019

- Graduate in B. Tech Computer Science with **First class, Distinction (83.94%)**.

Sri Chaitanya Junior College | Certificate of Higher Education | (A LEVEL) May 2013- May 2015

- Overall, passed with **88.4%**; Physics (91.6%), Chemistry (90%), English (89%), Mathematics (81.3%)

B.J.M Carmel Academy | Secondary Schooling | (GCSE) April 2012- April 2013

- Completed with **90% overall** with **A*** in English (9), Hindi (8), Mathematics (8), Social Science (8) and **A** in Science.

Work History:

UG Recruitment and Marketing Coordinator | Lancaster University, UK January 2024 – Present

- **Led the creation and implementation** of innovative recruiting tactics under **budget management** for **5 distinct LICA programmes**, resulting in more student applications and enrolments.
- **Developed brand strategies** with product analysis and category insight and **led team meetings** to discuss progress on current projects and **develop new ideas**.
- **Coordinated** logistics for interview and applicant visit days, as well as departmental contributions to university-wide open days, to **ensure seamless operations, forecasting** and **team recruiting and hiring process**.
- **Played a vital role** in improving student **communication** through **social media** material customised to applicants' interests, resulting in effective student recruitment.

Teaching Co-Ordinator | Lancaster University, UK September 2023 – December 2023

- Handling **Student Recruitment and Marketing** responsibilities while **creating a strategy** plan which involves recruiting Student Ambassadors, marketing courses and bringing more engagement to the department.

- Handling all the work agenda, process, timesheets, and assignments for **10+ student ambassadors**.
- My work includes **Digital Marketing**, creating, and starting new LinkedIn, and Instagram profiles for the department and **handling all social media platforms** such as Twitter, YouTube and TikTok.

Associate | Cognizant Technology Solutions

July 2019 – September 2022

- Delivered **positive customer interactions**, promptly identifying, and increased resolving individual needs.
- Have **led a team of 5-7 interns** and provided them with knowledge training.
- Prioritised own workload by **multitasking projects**, managing conflicting deadlines, and managing time.
- Have experience with **client and customer relationship management**. Have managed escalations and maintenance support production during weekends as well.

Achievement: Received **"The Iron Pillar Award" four times** from my employer for my excellent work and support.

Learning Consultant | Great Learning

May 2019 – June 2019

- Continually closed deals and **provided clients with top-of-the-line service** to all clients. Worked as a sales and marketing consultant. Focused on being punctual, hardworking, and dependable.
- **Managed over 30-40 customer calls** and emails per day. Targeted around 10-12 convertible clients per week.
- Started from **engaging with leads** till final conversion with **counselling professionals** via call, email or in person and suggesting the best course for prospective students.

Marketing Intern | Intellify

March 2017 – April 2017

- Presented **comprehensive campaign reports** to the management team.
- Organised **marketing plans** and programmes to best support **business growth and development**.
- Built **public relations strategies** for broadened advertising scope.

Extra-Curricular Activities:

Lancaster University | Global Summer School Student Ambassador

July 2023 – September 2023

- Experienced interacting with many individuals from various backgrounds. Motivated, engaged with, and enthused groups of students; led team building and community activities as part of a team.
- Provided administrative support and supervised students during field trips, and overnight stays across the UK.

Achievement: Received **twice Certificate of Appreciation** for my outstanding service, hard work, and dedication.

Lancaster University | External Relations Student Ambassador

June 2023- September 2023

- Provided consistent excellent quality campus tours to prospective students and their parents. Supported and assisted at events where required. Consistently delivering good service, supporting Outreach events and online activities including webinars and live stream tours.

Lancaster University | Lancaster University Management School Student Ambassador

November 2022- October 2023

- Supported organisation and delivered student recruitment activities such as open days, pre-arrival webinars, clearing days, and PG offer holder events.
- Worked closely with widening participation and outreach team to support the delivery of student recruitment events, demonstrating experience working in the UK, higher education.

References:

References are provided on request.