

UTKARSH SRIVASTAVA

STUDENT

I am an Engineering Student and a Marketing Enthusiast. I have good communication skills and my experience provides me with the industry knowledge.



sutkarsh2107@gmail.com ✉

07668192370 📞

Ghaziabad, India 📍

linkedin.com/in/utkarsh-srivastava21 in

EDUCATION

GRADUATION

KIET Group of Institutions, Ghaziabad

07/2018 - Present

Ghaziabad, UP

B-Tech

- Electronics and Instrumentation

SCHOOL

Lucknow Public School

04/2015 - 06/2017

Lucknow, UP

WORK EXPERIENCE

Marketing Intern

Innovaccer Inc.

10/2020 - Present

Noida

Innovaccer is a leading healthcare technology company helping the industry realize the promise of value-based care.

Achievements/Tasks

- Part of the organizing team of CAO Summit - A Global Summit.
- Task was to manage the complete email campaigning for the Small-Medium Business Team.
- Worked with the Digital Marketing team majorly in the field of Social Media and Email Marketing.

Marketing Intern

Hey Coach

09/2020 - 10/2020

Bangalore, Karnataka

Start-up with an initiative of providing personalized tech interview coaching.

Achievements/Tasks

- Joined as the Brand Marketer for the start-up.
- Lead of strategy and execution team of the Campus Connect Program.
- Worked on Growth Strategies for the company.

Marketing Intern

Huplus Market Innovations Pvt. Ltd.

08/2020 - 09/2020

Ghaziabad, UP

India's First assisted e-store dedicated to women and driven by women in semi-urban and rural areas.

Achievements/Tasks

- Worked with the YouTube Team of the company to increase the brand value.
- Was promoted as the Team Lead of YouTube Team.
- Head organizer of the Independence Day Campaign for the company.

SKILLS

Growth Strategies

Digital Marketing

Graphic Design

Problem Solving

Event Management

Market Research

Content Marketing

ORGANIZATIONS

TEDxKIET (09/2018 - Present)

Admin at TEDxKIET, Have been a part of the organizing team for three successful TED Talks at KIET Ghaziabad.

UDDESHHYA- NGO (11/2019 - 01/2020)

Non Profit Organization based in Ghaziabad, UP

CERTIFICATES

The fundamentals of Digital Marketing (07/2020 - Present)

Google Digital Unlock

Completed a Digital Marketing Specialist course (08/2020 - Present) [🔗](#)

Digital Marketing Specialist - LinkedIn Learning.

Online Marketing Foundations (07/2020 - Present) [🔗](#)

LinkedIn Learning

Social Media Marketing: Strategy and Optimization (08/2020 - Present) [🔗](#)

LinkedIn Learning

LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

INTERESTS

Public Speaking

Music

Networking