

APSARA

BUSINESS MANAGEMENT STUDENT

PROFILE

I am an MBA student, currently seeking internships and I'm ready open to freelancing projects as well. My areas of specialization includes Market Research, Digital marketing, Content marketing, e-mail marketing, SEO, brand management and business plan development

SKILLS

- Market research
- SEO and Google Analytics
- Social media strategy
- Digital Marketing
- Content Marketing
- E-mail Marketing
- Project management
- Business Development
- Organizational Leadership
- Team building

CONTACT

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3799

EXPERIENCE

MARKET RESEARCH INTERN

LAUNCHPD | MAY 2021 - JULY 2021

- Managed social media accounts and created social media for daily postings
- Increased social media following and clicks by 200%

EDUCATION

MASTER OF BUSINESS ADMINISTRATION | MARKETING & HR

LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION |

2020 - 2022

- STUDENT ACTIVITY COUNCIL MEMBER

BACHELOR OF ENGINEERING | COMPUTER SCIENCE

PANIMALAR ENGINEERING COLLEGE | 2016 - 2020

- E-CELL COORDINATOR

PROJECTS

A STUDY ON CONSUMER BUYING BEHAVIOR FOR GROCERIES

LAUNCHPD CONSULTING GROUPS

JULY 2021

TO AVOID SELLING LAPSED ITEMS USING ENTROPY BASED SAMPLING APPROACH

PANIMALAR ENGINEERING COLLEGE

MARCH 2020

CERTIFICATIONS

- Search Engine Optimization
- Marketing Analytics
- Digital Marketing
- Content Marketing
- Social Media Marketing
- Marketing Management
- Python