**ANKITA**

Sector 19, Noida

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***PERSONAL STATEMENT***

I am an enthusiastic, confident and reliable person, possessing a forward thinking approach to any task that I undertake, or situation I am presented with. I have a strong desire to grow professionally and constantly, ready to face the challenges with high magnitude and sense of creativity and innovation. I have a clear and a logical mind with a practical approach to problem solving and a drive to see things through to completion.

***EDUCATIONAL QUALIFICATIONS***

|  |  |  |  |
| --- | --- | --- | --- |
| EXAMINATION | INSTITUTE | MARKS (%) | YEAR OF PASSING |
| ICSE 10TH BOARDS | INTERNATIONAL SCHOOL, PATNA | 75 | 2007 |
| CBSE 12TH BOARDS | DAV PUBLIC SCHOOL, PATNA | 87 | 2009 |
| BBA   * 1st year * 2nd year * 3rd year | PATNA UNIVERSITY | 79.50%  73%  72% | May 2010  April 2011  March 2012 |
| MBA(Marketing and Sales) | AMITY BUSINESS SCHOOL, AMITY UNIVERSITY | 7.30 CGPA | 2014 |

***PROFESSIONAL EXPOSURE***

1. July 2014 till March 2015- ‘Sales Associate’ at MSL Learning Pvt Ltd., Gurgaon
2. July 13th till 10th Oct 2015- Senior Executive International Sales at Shiksha.com (Info edge India Pvt Ltd.)

***Key Deliverables***

* Selling ad spaces for advertisement to colleges, schools and training institutions
* Selling marketing campaigns
* Managing responses
* Responsible for acquiring business
* Brand promotion
* Lead generation / Creating database of clients through calls, internet searches, LinkedIn, competitor’s website, Social networking sites, etc.
* Proposal preparation
* Customer delivery
* Repeat and referral sales
* Responsible for preparation of various MIS for the team and publishing reports internally

## *INTERNSHIP*

**Company Name**- **A2Z maintenance and engineering services limited, Gurgaon**

**Project Title-** “Market acceptability of A2Z products vis-à-vis its competitors”.

* Marketing and distribution of its products
* Products of the company and comparison with its competitors products, and measures to increase sales

***Dessertation***

**Topic- “A study of current and future scope & viability of social media in consumer products and services.”**

* Understand importance of social networking websites in branding strategy of consumer products
* Identify future scope of social media as a medium for promoting brand
* Identify most effective ways of advertising through social networking sites.

***Other Projects***

* **Reliance General Insurance (May-June 2010)**

Title- Recruitment of advisors

* **Bajaj (May- June 2011)**

Title- Customer satisfaction level of Bajaj bikes in Patna

## *SKILL SETS*

* **Appropriate knowledge of Computer networks, MS Office, SPSS**
* **Effective communicator**
* **Convincing skill with a logical mind**
* **Proficient and committed to assigned work**
* **Good interpersonal and Management skill**
* **Positive Attitude**
* **Aggressive Follow-up Ability**
* **Result Oriented**

***ACHIEVEMENTS AND AWARDS***

* Part of marketing club in college
* Organized events in the College Fest
* Have represented my college in Rottery Club Competition
* Held the post of Activity In charge at Secondary school level
* Won second prize in Inter School Chess Competition
* Have participated and won prizes in Cultural activities
* Won Silver Medal at Hindi Essay Writing Competition
* Awarded with “best trainee” at summer internship

***Languages Known*** **:**  English, Hindi, Spanish (Elementary)

***Interests and Hobbies :*** Dancing, Travelling

***Date Of Birth :***1st September, 1992