

Aakshi Agrawal

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ACADEMIC QUALIFICATIONS			
Year	Qualification	Institute	CGPA/%
2023	MBA	SIBM, Nagpur (SIU)	7.1
2021	BMS	Wilson College, (Mumbai University)	82.29%
2018	12 TH	Thakur Vidya Mandir Mumbai, (Maharashtra Board)	74.15%
2016	10 TH	Gundecha Education Academy Mumbai, (ICSE)	85.83%
SUMMER INTERNSHIP			
FCB Ulka		Client Servicing Intern	April 2022 – Jun 2022
<ul style="list-style-type: none">Guided the campaign building process. Understood the client’s brief and coordinated work between the internal and client team.Managed client communications, end-to-end creatives workflow, budgets and billing, and many other servicing responsibilities.Build relations with clients’ executives, developed strategies, and oversaw the work of other departments like creative, copy, and studio concerned with the account.			
KEY PROJECTS UNDERTAKEN			
Magneto IT Solutions, Corporate	Social Media Marketing (Instagram) (2021) <ul style="list-style-type: none">Created and curated engaging digital content for the assigned brand along with directly interacting with potential customers.		
	Social Media Marketing (LinkedIn) (2019) <ul style="list-style-type: none">Strategized the brand’s social media campaign on LinkedIn and ran a 30-day awareness drive on organic farming to increase the brand’s followers by 40 percent.		
Chocolini, Corporate	Social Media Marketing (Facebook) (2018) <ul style="list-style-type: none">Ran paid advertisements thereby increasing the number of likes, converting potential leads to sales, and increasing the consumer base.		
POSITIONS OF RESPONSIBILITY			
Club Admin, RCBK	<ul style="list-style-type: none">Maintained a track of all projects that were planned and executed on an ongoing basis(2020)Worked with the club secretary for reporting compliance of all events to District 3141		
Marketing Director, RCBK	<ul style="list-style-type: none">Led a 10-member team of the Rotaract Club of Bombay for marketing and sponsorship(2019)Raised sponsorship from 4+ local shops amounting to more than INR 25,000 and in-kind		
Joint Partners in Service Director, RCBK	<ul style="list-style-type: none">Served as a key point of contact between our club and our Partners in Service(2019)namely Rotary Club of Bombay Kandivli, Inner-wheel Club, and Senior CitizensClub.Conducted various health check-up camps and blood donation drives with the help of our Partners in Service.		
ACHIEVEMENTS & CERTIFICATIONS			
Competitions	<ul style="list-style-type: none">Awarded Best BOD continuously for 4 quarters in 2019-2020 for exemplary performance in the club. (2019)Best Board of Directors (BOD) of the year 2019-2020. (2019)Secured 168TH State Rank among 3000+ students in International OlympiadEnglish (2016) Language.		
Certifications	<ul style="list-style-type: none">Google Ad Search Certification from Google. (2022)Digital Marketing from Google Digital Unlocked. (2020)		
Others	<ul style="list-style-type: none">Volunteered for BMC Mahapalika for Ganpati festival, encouraged people to use Artificial (2019) pond, and handled crowd during Visarjan.Assisted as Reader and Writer for supporting of differently abled students appearing for (2015) Board exam for 10TH ICSE Board.		
SKILLS & INTERESTS			
<ul style="list-style-type: none">Excel PowerPoint Presentation MS Word Communication Negotiation Leadership 			