



LARAIB ALISHA

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EDUCATION

Post-Graduation

IILM University, Gurugram

2019-2021

Masters in Business Administration (MBA)
Specialization: Marketing and Innovation
CGPA: 7.33

Graduation

Bundelkhand university, Jhansi

2016-2019

Bachelor of Business Administration Honors (Marketing)
Percentage: 64%

School

St. Mark's College, Jhansi

Secured 66% in 12th grade ICSE nation-wide examination (Commerce)

2015-2016

Secured 60% in 10th grade ICSE nation-wide examination

2013-2014

INTERNSHIPS

FINXTRADEZ (3 Months)

May-July,2020

Role: Marketing Intern

- Handled their official social media accounts
- Designed AD campaigns for Finxtradez
- Designed hashtags for social media campaigns

I have had the incredible opportunity to work in a startup company, got a privilege to know the Founders and the brilliant minds behind a startup.

BHARAT SANCHAR NIGAM LIMITED (1 Month)

July 2018

Internship during BBA at Bharat Sanchar Nigam limited (BSNL), Jhansi, India

Role: In Marketing department to understand the different products and services of the company

LEADERSHIP

- Member of Yuva Goonj NGO Club, IILM University Gurugram
 - Led teaching campaign for children living in slums
 - Organized Event for the children living in slums "Children's Day" at campus
- Member of Synergy HR Club, IILM University Gurugram
- Appreciation Certificate for volunteering in International Conference on Industry 4.0 and the Future of Work
- Appreciation certificate for volunteering as an Anchor and discipline in charge by IILM University
- Volunteered for blood donation camp in collaboration with medical students during graduation in Jhansi
- Volunteered for various fetes and exhibitions as event head in school and discipline head
- Organized freshers party as event manager during under graduation in a team of four

ACADEMIC PROJECTS

- Interviewed the Head of village 'Behrampur' as part of Innovation, Entrepreneurship and Sustainability project
- Developed an idea of a new product in marketing as a part of Design Thinking project

CERTIFICATIONS

- Online certification course in MS Excel by Udemy
- Online certification course in marketing mix fundamentals by Coursera

SKILLS AND INTERESTS

- Computer Skills: Good working knowledge of MS Office
- Personal Skills: Responsible and reliable; Confident and self-motivated individual; Positive and calm attitude; respectful; extrovert; intuitive
- Hobbies: Travelling, dancing, horse riding, baking, gardening, crafting,
- Sports: Badminton