

PANKHI JAIN

IILM Graduate School Of Management, Plot No.16, Knowledge park-2, Greater Noida, Uttar Pradesh.

Mobile: +91-9050668132

Email: pankhi.jain.pgdm21@iilmcms.ac.in

Linkedin URL: <https://www.linkedin.com/in/pankhi-jain-a6b499185>

EDUCATION

IILM GRADUATE SCHOOL OF MANAGEMENT, GREATER NOIDA

- Pursuing Post Graduation Diploma in Management (7.64 CGPA till Term 4) **2019**
(Marketing, Digital Marketing specialization)

Kurukshetra University, Kurukshetra

- Pt.Chiranjilal Sharma Govt. Pg College, Karnal, Haryana- B.com Secured 69.5% **2016-2019**

SCHOOL

- Class XII- Pratap Public School, Karnal Secured 71.8% (CBSE) **2015-2016**
- Class X- Jain Public School, Gharaunda Secured 89% (HBSE) **2013-2014**

SUMMER INTERNSHIP

Extramarks Education Pvt. Ltd (Work from home)

May 2020 – July 2020

Intern of Sales and Business development in Extramarks Education

(Duration : 2 Months)

- Get to know more about Sales and Marketing in EDTech Company.
- Learn how to pitch products to the targeted Customers and to create leads for the Sales.
- To learn how to create Awareness for the products of the company.
- Performed all tasks and duties from home only.

First Light Event Company (Work from home)

April 2020 – June 2020

Intern of Digital and Social Media Marketing with First Light Events

(Duration : 10 Weeks)

- Increase Audience Engagement on Social Media handles of the Company.
- Promotion of the Companies events through Digital Media.

ACADEMIC PROJECTS

Research Report on Fritolay Company

February 2020-March 2020

- Comparative Analysis on Lay's v/s Doritos.
- Study how to Collect Data and Hypothesis Testing.

Digital Marketing Group Project on Gamification in Marketing.

February 2020

- To Study the Gamifications Techniques and how they Benefit in digital World.

Passion Project on Dabur Chyawanprash (Group Project)

February 2020

- Study on Consumer Behavior 9 Concept Areas and their Advertisements Strategies.

Country Report on Australia

January 2020

- To analyze what strategies Australia adopted for the sustainability

Report on Food and Beverage Industry

January 2020

- Detailed study on growth of Food and Beverage Industry in India

Marketing Field Study Report on Fair and Lovely (Group Project)

September 2019

- SWOT Analysis of the product
- STP Analysis and Marketing Mix of Fair and Lovely
- Prepared questionnaire for analyzing Customer preference

Micro Economics Industry Analysis Report on Media and Entertainment Industry

September 2019

- Demand and Supply Analysis of the Industry
- Competition Analysis Of the industry
- Future Forecasting of the Industry

Detailed study of Parle –G

October 2018

- Demand and Supply of product in Market
- To know about the Strategies followed by company
- Customers reviews about the usage of Product

LEADERSHIP EXPERIENCE

- Organized many cultural and academics events in school like Annual day, Sports day and exhibition.
- Also be the part of societal work which was organized by NGO's.
- Organized various events as Core Co-Ordinator in culture club at IILM.
- Participated in Poster Presentation in 1st International Marketing Conference NABP held in Campus

ACHIEVEMENTS/CERTIFICATION

- Certification of Google – The Fundamentals of Digital Marketing (Certificate Id: USW PVK RZ8)
- Certification of Google Ads Search (Certificate Id:45255269)
- Certification of Google Analytics Individual Qualification (Certificate id: 46222916)
- HubSpot Academy - Email Marketing (Certificate Id: f1742393891248a985974c94e8988380)
- HubSpot Academy - Social Media Marketing (Certificate Id: 7f372bf35aef4b6e8fed69b20c92e00a)
- Hubspot Academy - Contextual Marketing (Certificate Id:480c8469953f4897939a28885caba09b)
- Coursera Course Certificate - An Introduction to Consumer Neuroscience & Neuromarketing (Certificate Id: 8TDQJDE6HFQ9)
- Coursera Course Certificate – Influencer Marketing Strategy(Certificate Id: JLNZXUABGKTW)
- Coursera Course Certificate - Transmedia Storytelling: Narrative worlds, emerging technologies, and global audiences (Certificate Id: E2WZZNTMNHFF)
- Coursera Course Certificate – AI for Everyone (Certificate Id: 2LWQS4UBKSP5)
- Alison Free online Learning – Microsoft Excel 2013 Certification
- Tata E- Learning Certification Course – Industry 4.0
- Pursuing NPTEL Certification Courses (Design thinking and learning)

SKILLS AND INTEREST

- Computer skills : Basic Knowledge of MS Office
- Knowledge of Developing an End-to-End Instagram Marketing Strategy For Your Business (HubSpot Academy)
- Leadership skills and Managerial skills
- Sports: Trekking
- Creative skills: Paper crafting, Scrapbook, Explosion box
- Cooking

REFERENCES

- Mentor - Prof. Saurav Sanyal
- Phone No. - 971798984
- Email id- saurav.sanyal@iilm.edu