



Name: Shikha Sinha

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D.O.B: 24th May 1995

CAREER OBJECTIVE: A passionate, enthusiastic and self-motivated MBA Marketing professional looking for an exciting position to gain practical experience and contribute towards the organization using my past work and internship experience.

ACADEMIC CREDENTIALS :			
Qualification	Institution/University	Percentage	Year
PGPM	ICFAI Business School- Mumbai	8.87	2020-2022
B.Tech (Information Technology)	Usha Mittal Institute of Technology, SNDT, Mumbai	63.23	2013-2017
HSC	Bhavan's College, Mumbai	64.83	2011-2013
SSC	Yashodham High School, Mumbai	90.00	2010-2011

WORK EXPERIENCE :

Callify.ai, Feb 2019 - Jan 2020, Full Time

- Planned and monitored the ongoing company presence on social media.
- Responsible for creating content for email marketing campaigns and blogs.
- Interacted with customers for feedback and suggested use cases.

Symphoni HR, April 2018 - May 2018, Full Time

- Responsible for working on multiple requirements of clients and hiring for different level positions.

SUMMER INTERNSHIP & MAJOR PROJECT (GRADUATION):

Future Generali Life Insurance - Marketing Intern, March 2021 - May 2021

Topic: Benchmarking of promotional activities of insurance companies and formulating new strategies.

- To understand consumers' perception and create content to promote products/services using social media, and other media.
- Competitor Analysis of products and promotional strategies of Life Insurance companies.

Afcons Infrastructure Limited - Trainee Graduation , December 2016 - June 2017

Topic: HR Analytics (Major Project)

EXTRA INTERNSHIP / ACTIVITIES :

- IBS Mumbai - Digital Ambassador, June 2020- July 2021
- YUGMA Vans skilling - Content Creator, Feb 2020- May 2021
- The Daily Marketing - Content Creator, Nov 2020- April 2021
- Content Writer and Youtube Team - M360 club at IBS Mumbai
- Team Member - Corporate Connect at IBS Mumbai
- Collegedunia - Freelance Content Writer
- SKS Enterprises - Marketing Intern, Apr 2020- May 2020
- Comondove, HR Intern July 2018 - Feb 2019

CERTIFICATIONS AND ACHIEVEMENTS :

- Merit Scholarship Semester 1 - ICFAI Business School, Mumbai.
- Live Project - Winner in the Strategy and Initiatives domain , Seekamentor.
- Secured top 50 positions for a Go-to-Market-Strategy, YUGMA
- U&I NGO: Highest fundraiser for two consecutive years and featured in top 10 fundraisers list for Mumbai city.
- Awarded the Best Volunteer of the year for 2019-2020.
- Intercollegiate Dance Winner, 2013 and 2015
- Social Media Marketing Certification- LinkedIn
- Digital Marketing - Udemy Certification
- Social Media Marketing Workshop - Sahil Shah
- LinkedIn Marketing Workshop - GrowthSchool
- English Proficiency - AMCAT

COMPUTER LITERACY:

- Proficient in MS Office - Word, Excel, and PowerPoint.
- OS - Windows 7,10

LINGUISTIC PROFICIENCY :

English, Hindi, Marathi

HOBBIES & INTEREST:

- Education Volunteer at U&I NGO
- Dancing
- Badminton