

MANSI KATIYAR

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Area of Specialisation: Marketing and HR

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Seeking challenging assignments within an environment where I can explore my skills and provide a challenging and interesting edge to my career and want to set benchmark on hard work and smart work together for fruitful result that help in the mutual growth.

EDUCATIONAL QUALIFICATION

MBA(July 2019 -July 2021): MBA - Marketing & Human Resource

BANASTHALI VIDYAPEETH- Jaipur, Rajasthan

Majored in Marketing & minored in HR

Received (Merit Cum Scholarship)

Member of Marketing & Dance Theatre Club

BBA(July 2016-July 2019): Management

CHHATRAPATI SHAHUJI MAHARAJ UNIVERSITY, Kanpur UP

Dissertation -

- Sales, Brand Image & Service
- Effectiveness in reference to Reebok
- Student Motivation & Satisfaction

Highschool & Intermediate (July 2013 - July 2015):

JUGAL DEVI SARASWATI VIDYA MANDIR - Kanpur UP

- Discipline Head in Intermediate

JOB EXPERIENCE

PixelNib(Oct 2021-Present)

Business Assistant (Scope of work) –

- Documentation(team, clients, internal), Accounts(sales, purchase, invoicing, salaries, subscription, miscellaneous), Knowledge base, Client communications(proposals, follow ups etc), Team calendar, Company rules, Client/team onboarding, Social media management, Leads management/funnels, Getting familiar with all services, tools & more.

Medha(Jan 2022-Feb 2022) - Part time

- Training Assistant Tech Support during the eCAB and Documentation & Reporting for eCAB.
- Engagement support to enhance student learning and give them Out of Class Project.

INTERNSHIP EXPERIENCE

Pixelnib, Kanpur(Nov 2020-Jan 2021)

Business Management, Social Media Marketing and HR intern

- Handled day-to-day execution of projects or tasks & handled social media marketing.
- Reaching out the prospect clients and processing clients data and their invoices.
- Screening and shortlisting the candidates and scheduling the interview.

Metrolapp(Apr 2020-May 2020)

Social Media Marketing Intern

- The project entailed creating awareness about Metrolapp by handling social media growth
- Collaborated with team members to help expand marketing channels
- Stayed updated with latest market concepts and techniques & performed market analysis and research latest trends
- Reported daily work to Metrolapp, identifying areas for improvement and collaborating to increase knowledge and rectify problems
- Used Canva to design posters and digital media for advertising and contribute to social media content

Edelweiss Broking Limited, Kanpur(June 2018-Sep 2018)

Awareness Program for Investment

- The project entailed an awareness program for investment at Kanpur region to find out potential investors and manage the meetings. Served customers in a friendly and efficient manner following outlined steps of service

Banasthali Vidyapeeth, Jaipur Rajasthan, July (2020-Nov 2020)

Research Intern (Effectiveness of Social Media as a Marketing Tool)

- Gathered, arranged and corrected research data to create representative graphs and charts highlighting results for presentation.
- To examine the extent to which social media helps consumers in buying decision making.
- To study the gap between consumer expectation from social media and its performance.
- Suggesting strategies and bridging the gap between expectation and performance to improve effectiveness of social media.

CERTIFICATIONS

- Certified by MEDHA TRAINING PROGRAMME
- Certification in Fundamentals of Digital Marketing from Google(accredited by iab)
- Successfully completed 23.5 total hours of 'The Complete Digital Marketing Course- 12 Courses in 1' from Udemy

ADDITIONAL INFORMATION

- Participated in National workshop on 'Business Simulation' and consulting for Management students organised by FMS-Wisdom
- Participated in Design Bootcamp 2021 organised by Tech for Good and Canva
- Appreciation certificate in Collage making held by Institute of Business Management, Kanpur

INTERESTS

Sketching, Travelling, Social work, Story writing