



ANUSHKA SRIVASTAVA

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Academic Details

- Pursuing **PGDM in Marketing & Human Resource Management** from Jaipuria Institute of Management, Noida. (Batch – 2022-2024).
- BBA** from **GLA University, Mathura (UP)**, in **2021**, secured **82.5%**.
- 12th (Commerce)** from **S.J.S Public School, Raebareli**, in **2018** and secured **80.2%**.
- 10th (Science)** from **S.J.S Public School, Raebareli**, in **2016** and secured **84.5%**.

Knowledge Purview

- Consumer Behavior Analysis
- Brand Promotion
- HR Operations
- Talent Acquisition
- Employee Engagement
- Social Media Marketing

Soft Skills



Profile Summary

- An Ambitious and hardworking individual with a decent academic background and interpersonal Skills; currently pursuing a PGDM in Marketing & Human Resources.
- Gained a Holistic understanding of Marketing Dynamics, from Customer Engagement in Data Analysis, through my Academic project on Enhancing customer experience and promoting sustainable fashion practices at ZARA.
- Gained hands-on experience in Marketing Tactics including Customer Engagement and Market Research during the internship at ZARA Inditex, New Delhi.
- Successfully acquired multiple certifications in MS Excel, Digital Marketing, and HR Analytics, Design Thinking from Udemy and IBM.
- A quick learner with analytical thinking capabilities and a creative ability to work under pressure and meet deadlines.

Internship

Title	Enhancing Customer Experience & Sustainability at ZARA
Role	Marketing Intern at ZARA Inditex
Period	June 2023 – July 2023
Learning	<ul style="list-style-type: none">Conducted market research to gauge customer preferences and trends.Developed skills in customer-centric marketing, data analysis, and adaptability in a dynamic retail environment.

Academic Projects

Title	IBM Company Recruitment Process
Role	Researcher
Period	March 2020 – August 2020
Learning	<ul style="list-style-type: none">Analyzed the effectiveness of various online assessment tools and digital interview platforms.Investigated IBM's adaptation to virtual recruitment strategies.

Title	A Study of CRM and Consumer Preference
Role	Researcher
Period	June 2023 – August 2023
Learning	<ul style="list-style-type: none">Utilized data analytics to evaluate consumer behavior and identify patterns in customer feedback.Developed insights on improving customer satisfaction through personalized marketing strategies and CRM integration.

Extracurricular Activities

Contributed as:

- Senior Coordinator, Event Committee, Jaipuria Institute of Management, Noida (2023).
- President, HR Committee, GLA University, Mathura (2021).
- Volunteer Ambassador for Internet Ethics and Digital Wellbeing.

Achievements:

- Secured 2nd position in Business Debate in Annual Fest at GLA University, Mathura in 2021.
- Completed the course with a Badge in enterprise design Thinking which is recently launched by IBM with a series of online self-paced training in 2022.

Personal Details

Date of Birth: 05 September 2002
Languages Known: English and Hindi
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