



Sugandhi Singh

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Dynamic and highly motivated MBA graduate with a passion for marketing and a strong foundation in marketing principles. Seeking an entry-level marketing position to leverage my knowledge, creativity, and analytical skills to contribute to the success of a dynamic organization.

WORK EXPERIENCE

Digital Marketing

Collectcent Digital Media

07/2022 - 10/2022

Gurgaon

Achievements/Tasks

- SEO And Content Writing.
- Involved In multiple Sales Team.
- Working On Feedback Generation.

Internship

Branch Banking

Ujjivan Small Finance Bank

03/2023 - 11/2023

Lucknow

Achievements/Tasks

- Acquisition Manager.
- Acquire new to bank customers for current accounts, saving accounts & term deposits by ensuring a high class service experience.
- Manage customer on-boarding & relationship Ensure that the accounts acquired are active.

Patient Care Specialist

Vianam Healthtech Pvt.Ltd (Hexa Health)

11/2023 - Present

Achievements/Tasks

- Assisted the healthcare provider in providing Lead generation, reviewing their profiles, activating their profiles, and then updating their profiles which led to the generation of new customers for Organization.
- Patient feedback

EDUCATION

MBA Marketing And International Business

Doon Business School

2021 - 2023

Dehradun

BBA Marketing

Ranchi Women's College

2018 - 2021

Ranchi

Study Program

Oxford Public School

2017 - 2018

Ranchi

PROFESSIONAL SKILLS

Market Research and Analysis

Marketing Strategy

Marketing Management

Google Analytics and SEO

Brand Development And Management

Data Analysis and Reporting Development

Brand Management

Marketing Management

PERSONAL PROJECTS

NAYKAA FOOTWEAR RANGE

- Learnt about brands being sold
- Analysis and interpretation of data collected. Used tools to interpret data correctly

Influence of Tam Model To Examine Adoption Of Internet Banking

- Research Done For Completion Of MBA degree

LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

INTERESTS

Cooking

Reading

Traveling