

Shristi Pal

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Date of Birth: 23 July1998

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Academic Qualification

| Certification | Specialization/Board | Institute/University | %/CGPA | Year |
|------------------|----------------------|--|--------|------|
| PGDM | Marketing | Jaipuria School of Business, Ghaziabad | 6.34/8 | 2023 |
| BCA | Computer application | CSJM Kanpur University | 59 | 2019 |
| 12 th | Science and Maths/UP | Fatima Convent | 79.2 | 2015 |
| 10 th | UP | Fatima Convent | 82 | 2013 |

Certifications:

- Content Marketing Certification from HubSpot Academy
- Digital marketing Certification Course from My Caption(pursuing)
- Certificate of Entrepreneurial Strategic Management from COURSERA
- Certificate of Design Thinking and Innovation from Explora Foundation
- Certificate of Advance Excel and Spreadsheet Modelling from National Skill Development Corporation

Work Experience: 1

Organization- JNTB Export Import
Profile: International Buyer Coordinator

May 2024 - Present

Project Undertaken- Buyer Coordination

Key Responsibilities: Manage New Buyers and Importers with existing Clients

- Handling queries regarding Agro Food Items
- Buyer management
- Link Building for Trade shows
- SEO Reporting

Project Undertaken: Social Media and SEO Management

Key Responsibilities: As Social Media and Content Writer

- Promoting Website Reach
- Keyword Research for given website
- Image Content for LinkedIn, Instagram and website
- Designing posts from tools like Canva.
- Word Press SEO Plugins
- Strong SEO for products on website.
- Hands-on practice in Word Press editor, Zoho CRM, Canva etc

Work Experience: 2

Organization: Trade Promotion Council of India **April 2023 – May 2024'**

- **Profile :** Project Coordinator (Executive Officer)

Project Undertaken: India- USA International B2B Meet July 2023' – August 23'

Key Responsibilities: As a project coordinator -

- Communicate with buyers for the B2B Meet
- Promoting International Business on LinkedIn Page, Website, Indusfood Page
- Business matchmaking Posters for the B2B Meets
- Provide on time solutions for their business
- Research and Newsletter writing on Agro Products Trade

Achievements- Understanding Client's need, research into full dive to their company profile, Knowledge of industry, Retaining clients with proper follow ups, Strong database building, not limited to KRAs.

Summer Internship:

- **Organization:** Dabur India Limited **20th June- 10th August**
- **Project Undertaken:** Brand equity of Dabur real juice
- **Key Responsibilities:**
 - Pitched for the new product and offers
 - Rejection handling
 - Identified the problems faced by the retailers
 - Took orders and payments of generated bills
 - To study the perception of retailers towards real juice

Achievements: Got an opportunity to work on ground level, to explore distribution channel

Skills-

- **Attention to detail**
- **Knowledge of Database**

- **Understanding Client Psyche with good communication**
- **Knowledge of CRM**

Achievements-

- Awarded with national level championship in TECHNOLOGY & INNOVATION Quiz from Manipal university (2018)

Co-Curricular Activities

- Wrote articles for the Task Force on Emerging technologies and business Disruption
- Attended two days' workshop on Digital Marketing from Nimbus Adcom private limited
- Attended various conclaves such as Marketing Conclave
- Participated in the college fest SCINTILLA and won fashion show competition
- Participation in Outbound Learning Activities held at college
- Worked as a volunteer in a Taare Zameen par foundation (NGO)

Interests

- Dancing: won various competitions in my school and college and received certificates for the same
- Playing Badminton: won various competitions in my school and college and received certificates for the same.