

Name: Nikita Singh
E-mail: singhh.nikita157@gmail.com
Mobile: 7533856433, 8077876441
LinkedIn: <https://www.linkedin.com/in/nikita-singh-157247188>



Career Objective: Organized and hard-working individual looking for a responsible position in corporate world to gain practical experience and knowledge to enhance my professional skills.

Academics

Year	Degree/Qualification	University/Board/School, City	Percentage/CGPA
2020-22	MBA -Marketing and International Business	Jaypee Business School, NOIDA	8.4 CGPA (Final)
2016 - 19	BBA	JLN Degree College, DBRAU Agra.	71.00%
2016	Class XII (PCM)	Smt. Mohini Devi College ETAH (UP board)	71.80%
2013	Class X	Saraswati Vidhya Mandir Etah (CBSE board)	6.8/10

Internships

<p>Summer Internship 1st June 2021 – 31st July 2021</p>	<p>Company: Praedico Global Research Pvt. Ltd. Location: Work from Home Project Title: Financial Research & Business Development.</p> <ul style="list-style-type: none"> • Researched on Stock Market. • Business Development & Generated leads via Social Media profiles. • Attended Meetings and Webinars for understanding NSE and Stock Patterns.
<p>Social Internship 4th April 2022- 4th May 2022</p>	<p>Organization: Prerna Gramodhyog Seva Sansthan. Location: Village Rajna Khera Post Auras, Unnao, Uttar Pradesh, India. Assignment Details: Providing support for parents to improve their incomes and food. Caring for children’s physical and emotional needs as well as supporting their education and teaching them new skills.</p>

Work Experience

<p>Dec 2021 – Aug 2022</p>	<p>Company: Nucleus Software Exports Limited Location: Noida, Uttar Pradesh, India. Designation: Social Media Marketing Assistant</p> <p>Role: Maintaining all the ad hoc activities of Social Media Posts. Timely coordination from both external and internal stakeholders.</p> <p>Involved majorly into Marketing activities which included social media ad hoc and day to day activities, sending mailers on the social media campaigns, follow ups via calls and emails. Also attended trainings from learning and development. Making Research documents.</p> <p>Work with Hootsuite Platform -</p> <ul style="list-style-type: none"> • Publish: Share and schedule every social media post. • Engage: Address incoming messages and delivery timely replies. • Monitor: Stay informed about market trend and competitors. • Analyze: Measure the result across all social media networks.
<p>June 2023 – Jan 2024</p>	<p>Company: Make My Trip Location: Gurgaon, India. Designation: Holiday Expert.</p> <p>Role: Taking queries of the customers on the portal, maintaining all the Records, coordinate with the team members, Make the quotations according to the customers requirement. Taking day to day follow-ups.</p>

Extra-Curricular Activities

<p>IT and BA Skills</p>	<ul style="list-style-type: none"> • Working Knowledge in MS-Power Point. • Working knowledge of Tableau. • Advance knowledge of MS-Excel. • Advance knowledge of Hootsuite.
<p>Certificates</p>	<ul style="list-style-type: none"> • Certified in Digital marketing Workshop • Certificate of Women Empowerment. • Certified in Finance Conclave on Contemporary Issues. • Certified in Marketing-Yesterday, Today and Tomorrow Jaypee Business School, Jan 2021 • Certified in panel discussion on Building Personal and Organizational Resilience, July 2021
<p>Achievements</p>	<ul style="list-style-type: none"> • Got the Letter of Appreciation (LOA) for lead generation from the Company, 2021.

Other Participations	<ul style="list-style-type: none">• Participated in National Service Scheme (NSS) Camps.
Community Service	<ul style="list-style-type: none">• Co-ordinated distribution of Food Packages and provide books to poor children.• Coordinated in Planting as a part of volunteer in NSS.