

ISHITA GARG

Dual Specialization (Finance & Marketing)

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ACADEMICS				
Qualification	Institute	Board / University	Year	% / CGPA
MBA	Amity Business School, Noida	Amity University, UP	2024	8.09
B.Sc.(H)	Amity Institute of Biotechnology, Noida	Amity University, UP	2022	7.98/10
XII	St.George's School, Alaknanda	CBSE	2019	81.00%
X	St.George's School, Alaknanda	CBSE	2017	9.4/10

- Certification course (NPTEL) – Management of new Product and services. 2024
- Published research paper on- “Impact of social media on consumer buying behavior: A Study of Clothing Brands” 2024

WORK EXPERIENCE	
Asia Research Partners LLP (June 2022-July 2022) Research Analyst (2 months)	<ul style="list-style-type: none"> ● Gathered customer data through research surveys to inform strategic decision-making. ● Conducted in-depth business analysis to identify process improvements and optimize operational efficiency. ● Established strong client relationships by fostering open communication and actively collaborating on project goals.

INTERNSHIPS / PROJECTS	
Digital Impressions (April 2024 – Oct 2024) Project Management Intern (6 months)	<ul style="list-style-type: none"> ● Campaign Oversight: Led comprehensive campaign planning, execution, and delivery for brands including Foyer Collection, Oncloud9 Design, 5 Elements, Mila Beaute, The House of Things, Little West Street (Global and Indian), and Basanti Coffee and Kapde. Ensured timely and budget-compliant project completion. ● Team Coordination: Coordinated cross-functional teams using platforms such as Basecamp to streamline workflow, assign tasks, and foster collaboration across the brands. Utilized tools like Mailchimp for email marketing and Zoko for WhatsApp marketing. ● Performance Tracking & SEO Optimization: Tracked performance metrics while optimizing on-page and off-page SEO. Managed Shopify for e-commerce operations, ensuring all campaigns were strategically aligned and performance-driven.
Movinair shoes (March '23- August '23) Digital Marketing Intern (6 months)	<ul style="list-style-type: none"> ● Managed WooCommerce platform, conducted affiliate marketing campaigns, implemented SEO strategies, and executed comprehensive digital marketing plans including social media, email marketing, and content creation to enhance e-commerce operations and drive sales. ● Created and uploaded product descriptions for "MovinShoes.com" and conducted B2B sales.
Academic Project (2022)	<ul style="list-style-type: none"> ● Conducted research and authored a report on "Virtual Reality in Real Estate: Modernizing Property Hunting through VR Technology."
Academic Project Amity University (2020)	<ul style="list-style-type: none"> ● Conducted research on - "The role of the p53 protein in cancer development", investigating tumor-suppressive functions and exploring potential therapeutic strategies to mitigate cancer-causing agents.

EXTRA CURRICULAR ACTIVITIES	
Technical / Domain	<ul style="list-style-type: none"> ● Mailchimp ● Zoko For WhatsApp broadcast ● Shopify ● Microsoft Excel ● PowerPoint ● Search Engine Optimization (SEO) ● Digital Marketing strategies ● Canva
Volunteer projects	<ul style="list-style-type: none"> ● HOPE Foundation: Helped under privilege people by providing them with necessity items 2024 ● Pehchaan: The Street School worked as teaching volunteer for underprivileged children 2021 ● Sarvpriye Foundation: Worked as a volunteer to empower women 2021