

Anushikha Purohit
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PROFILE: A master's in marketing postgraduate, with a demonstrated experience in implementing new marketing plans and campaigns and conducting market research. Looking to work in an organization as a marketing professional, where I can contribute to the organization's growth and profitability with my skills and in turn to gain exposure and expertise that will let me work more efficiently to meet the competencies and capabilities of the fast-paced business world.

EDUCATION AND QUALIFICATION:

2019-Present	Master's in Marketing Anglia Ruskin University, Cambridge
2016-2017	Post Graduate Diploma in International Business and Finance Jai Narain Vyas University, Jodhpur GPA- 3.0
2013-20	Bachelor's in commerce Jai Narain Vyas University, Jodhpur GPA- 2.7

CAREER HISTORY:

May 2017- July 2017 **Trainee, Shyam Art and Rugs**

Responsibilities:

- Developed relationships with customers and vendors.
- Worked collaboratively with colleagues to identify the procedures and documentation of export and import.
- Marketed services to local as well as global businesses.

May 2016- July 2016 **Trainee, Astha Arts**

Responsibilities:

- Managed data and inventory efficiently.
- Utilized auditing skills to prevent fraudulent activities.
- Performed analytical review of audit documents using verification auditing techniques.

CERTIFICATIONS:

- Certification in Google Analytics Beginners.
- Certification in Advanced Google Analytics.
- Certification in Google Analytics Individual Qualification.
- Certification of Participation: Working with Advanced Excel 2013 at NIIT.

KEY SKILLS:

- Budgeting and Planning
- Marketing Strategies and Campaigns
- In-depth knowledge of Market Research tools and models.
- Ability to work in a structured and organized manner.
- Understanding of basic Business methods (Planning, Organizing, Staffing and Controlling)
- Comprehensive knowledge of writing Financial Statements.
- Proficient with MS Office (Word, Excel, PowerPoint).
- Familiar with computer languages like C, C++ and HTML.
- Operating System: Windows, Mac OSX.
- Understanding of Search Engine Optimization (SEO) and Social Media Marketing (SMM).
- WordPress
- Email Marketing.
- Content Marketing Foundations.

RELATED PROJECTS:

- Research Proposal- The Influence of Customer Relationship Management on customer loyalty.
- Preparation of marketing plan for a retail brand (E.g. H&M).
- A case study report on Cadbury.
- Preparation of international marketing plan and brand management for a SME (E.g. Lush Cosmetics).
- Evaluation Digital Marketing activities and preparation of Audit report (Nike).
- Marketing strategy simulation of a UK supermarket (Asda).

RELATED COURSES:

- Research Methods and Business Management
- Principles of Marketing Management
- Marketing Planning
- Digital Marketing and Communications
- International Marketing and Brand Management
- Marketing Strategy and Stimulation