SHRIYA DUA

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**Summary**:

An MSc Business and Management student with a bachelor’s degree in Mass Media, internship and work experience in marketing, I am looking forward to enhance my skill set with the right kind of opportunities.

**Personal Skills**:

* Highly motivated individual and a skilled communicator.
* Active team player with interpersonal skills.
* Strategic thinker with innovative execution techniques.
* Strong yet an empathetic leader and motivator.
* Fluent in English and Hindi.

**Work Experience/Internships**:

* Marketing Executive at INOX Leisure Pvt. Ltd. - September,2019 to December,2019.
* Marketing intern at INOX Leisure Pvt. Ltd. - May, 2019 to August,2019.
* Cluster Manager at P&G Hygiene & Health Care for P&G India 1st Jan, 2019 – 20th March, 2019
* Teach for India – April, 2017
* Social Media Influencer -Procter and Gamble: ‘LikeAGirl’ Campaign
* Quacquarelli Symonds Ltd - QS World Grad School Tour 2017
* Influencer Marketing - Tonic worldwide: ‘Filmykaant’ by Sony Max – Sept, 2018
* Influencer Campaign/ Ticket Sales - “Spoken Fest” – October, 2017
* Apricot Media Pvt. Ltd. - The Lil Flea November 2018 - Influencer Campaign- Nov, 2018

**Education**:

* Aston University, Master of Science in Business and Management: Jan’2020- Jan’2021
* Mumbai University, Bachelor of Mass Media (Journalism): Jun’16-Jun’19
* Grade 12th C.B.S.E. Board, India: March’16
* Digital Marketing Diploma: Marketing Courses Training Institute: May’19-Aug’19

**Extra-Curricular Activities**:

* Blogging- Content Creation- [letsmixnmatchsite.wordpress.com](https://letsmixnmatchsite.wordpress.com/?fbclid=IwAR2vfIPK_btav1C9eZ-gyagFuDH8cbsR4s9BMoBica1kG4ltEoJKdDN7ZMg)
* Collaborated with a Beach Clean Drive initiative for a day in Mumbai.
* Anchored the Annual Cultural Fest “Tilt Shift” conducted in my college for 3 consecutive years.
* Conducted a Social Awareness Campaign for health and hygiene in a slum area.
* Conducted an Educational Drive for underprivileged children of a municipal school.
* Radio Jockeying; News Anchoring in College.
* Events hosting for college programs as a performing arts member.

**Technical Skills**:

* Microsoft Word, PowerPoint, Excel; Outlook. Facebook Analytics; Instagram.