



## RASSHI RAI

MBA (MARKETING & INFORMATION TECHNOLOGY)

✉: [rairasshi25@gmail.com](mailto:rairasshi25@gmail.com) | Mobile No.: 9711031524 | Age: 22 | Female

10/42, Bhikhampur Road, Deoria- 274001, UTTAR PARDESH 274001



### ACADEMICS

| Qualification | Institute                          | Board / University | Year    | % / CGPA |
|---------------|------------------------------------|--------------------|---------|----------|
| MBA           | Amity Business School, Noida       | Amity University   | 2019-21 | 6.87     |
| B.Com(Honors) | Satyawati College (EVE.) ,Delhi    | Delhi University   | 2015-18 | 5.89/10  |
| XII           | Kisan Intermediate College, Deoria | UP Board (PCM)     | 2015    | 90 %     |
| X             | Kisan Intermediate College, Deoria | UP Board           | 2013    | 89 %     |

- **Kanya Vidya Dhan Yogna Scholarship** worth Rs.30,000 for merit distinction in XII board exams.

### CERTIFICATION/PUBLICATION

- Fundamentals of Digital Marketing by Google ( ongoing)
- Google AdWords Certification ( ongoing)

### INTERSHIP/PROJECTS/LIVE PROJECTS

|   |   |
|---|---|
| <b>The Story Live</b><br>(APR 2020-Present)             | <ul style="list-style-type: none"> <li>• Content Creations and Social Media Marketing.</li> <li>• Curated the content for the website. Handled it in a way thus Garnered more traffic from different sources.</li> </ul>  |
| <b>Bagrry's</b><br>(Sept 2019)                          | <ul style="list-style-type: none"> <li>• Got Hands-On live project exposure of working on departmental store.</li> <li>• Understanding of Sales process, Customer dealing &amp; direct interaction.</li> </ul>  |
| <b>Squad Stocks</b><br>(JUN-AUG 2018)                   | <ul style="list-style-type: none"> <li>• Played the role of client servicing.</li> <li>• Was responsible for managing clients with detailing them about how It works so by the end making more clients for our organization.</li> </ul>   |
| <b>Lithium-ion Power Pvt. Ltd.</b><br>(DEC'19-FEB 2020) | <ul style="list-style-type: none"> <li>• Worked as a Business Development Trainee.</li> <li>• Worked towards getting more clients for the growth of the startup .Managing the relationship with the vendors for the supply of Raw materials and collaboration between the companies for Profit generation and towards increasing the area of businesses.</li> </ul> |
| <b>Rohit Sharma</b> (Youtube)                           | <ul style="list-style-type: none"> <li>• Worked as a script writer.</li> <li>• Took the channel to a peak point with more than <b>2 Million views</b> on videos within a short lapse of time. Earned more than 400k subscribers.</li> </ul>   |

### POSITIONS OF RESPONSIBILITY

|   |   |
|---|---|
| <b>Ecoshastra -Event Coordinator</b> (2017) | <ul style="list-style-type: none"> <li>• Garnered sponsorship of <b>INR 1 Lakh</b> from companies -2017.</li> <li>• Successfully led the team of 40 with proper guidance</li> </ul> |
|---|---|

### EXTRA CURRICULAR ACTIVITIES

|                          |  |
|--------------------------|--|
| <b>Creative Art</b>      | <ul style="list-style-type: none"> <li>• Winner of Social shouts held at Amity Business School. (2019)</li> <li>• Participated in 4 National level Students art Contest.</li> </ul>  |
| <b>Sports</b>            | <ul style="list-style-type: none"> <li>• Participated at DUSU Skytouch Women Marathon Delhi University 2018</li> </ul>   |
| <b>Literary</b>          | <ul style="list-style-type: none"> <li>• First position in Mahatma Gandhi Rashtra Bhasha Hindi lekhan Pariksha.</li> <li>• Participated at Maestro: The Best Manager.</li> <li>• Learnt Spanish language during Graduation.</li> </ul> |
| <b>Technical</b>         | <ul style="list-style-type: none"> <li>• Basic knowledge of Ms-Word, Excel and PowerPoint.</li> </ul>  |
| <b>Social</b>            | <ul style="list-style-type: none"> <li>• NGO Sankalp, Working as teacher.</li> </ul>   |
| <b>Interests/Hobbies</b> | <ul style="list-style-type: none"> <li>• Sketching</li> <li>• Craft Making</li> </ul>  |