



SAJAL AGARWAL

Specialization: Marketing and IT

CAREER OBJECTIVE

Enthusiastic marketing student, excited to learn, possess good communication, problem solving and teamwork abilities and want to join organization that provides me an opportunity to utilize my talent and an environment to enhance my technical and conceptual skills.

EDUCATION

MBA (Marketing and IT) Sanjay Bhokare Group of Institutes, Sangli	2018	70.15%
B.com Sam Higginbottom University of Agriculture, Technology and Science, Allahabad	2015	68.44%
HSC National Institute of Open Schooling, Delhi	2013	61.6%
SSC Mahatma Hansraj Modern School, Jhansi	2011	76%

WORK EXPERIENCE

Digital Marketing Trainee (Jun 2019-Aug 2019)

Make My Business Consultants, Lucknow, Uttar Pradesh

- Assisted with daily administrative duties.
- Responded to email and social media messages according to prescribed policies.
- Contributed to mock-ups, email campaigns and social media content.
- Created unique and engaging content for range of social media platforms including Pinterest, Facebook and Instagram.
- Developed ads targeting specific users for key promotions.
- Stayed updated with latest marketing concepts and techniques.

Event Executive (Jan 2019)

Resources, Sangli, Maharashtra

- Supported marketing programs and campaigns with content and messaging to drive demand.
- Generated new business leads through direct customer engagement, deploying inbound and outbound marketing tactics and developing and optimizing informative content.

CERTIFICATIONS

- Digital Marketing
- Event Management
- CCC

CONTACT

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SKILLS

- Relationship building and retention
- Time and project management
- Leadership and team work
- Ability to leverage technology
- Marketing plan development
- Campaign and special events planning and management
- Digital marketing
- Online and mobile marketing tools

KEY PROJECTS UNDERTAKEN

The Future Scope of Digital Marketing in Make My Business Consultants

Jun'19- Aug '19

Details: Social media promotions, content writing and cold calling

LANGUAGES

- English
- Hindi
- Marathi

INTERESTS

- Travelling
- Sports
- Volunteer Work
- Music

