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**Vishakha Tewari**

**CAREER OBJECTIVE: I seek to work in a business environment that will challenge me further in terms of my skill, knowledge and ability; while allowing me to be productive and contribute to the continued growth and success of the organization.**

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| **ACADEMIC CREDENTIALS:** | | | |
| **Qualification** | **Institution/University** | **Percentage/CGPA** | **Year** |
| MBA | ICFAI Dehradun | Pursuing | 2017-19 |
| PGPM (marketing) | ICFAI Business School- Mumbai | 7.3 CGPA | 2017-19 |
| B. Com | Mumbai university | 60% | 2017 |
| HSC | CBSE | 82.6% | 2014 |
| SSC | CBSE | 8.8 CGPA | 2012 |

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| **PROFESSIONAL EXPERIENCE -** |
| **1-Freelance writer, content curator and copywriter.**  July 2016- Present  **2- NAUKRI.COM**  Senior executive- Corporate sales  Nov 2018- April 2019 |

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| **ADDITIONAL QUALIFICATIONS**: |
| 1-BOOKEVENTZ.COM- venue sales and business development intern  15th Feb,2018- 15th May, 2018  2-STORYMIRROR INFOTECH - intern  3rd september,2017 — 10th SEPTEMBER 2017  3- THE RENOVATORS - intern  1st June 2017 — 30th June 2017    4- THE MARKETING NERDZ - intern  1st July 2016 — 15th July 2016  5- BOOKEVENTZ.COM – campus ambassador  1st June, 2016 — 16th July, 2016 |

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| **ADDITIONAL PROJECTS UNDERTAKEN**: |
| 1- Presented research paper titled (corporate social responsibility) in a national seminar on 10th Feb, 2016 organized by S.K Somaiya college, Mumbai  2- Presented research paper titled (employee motivation) in a national seminar on 27th Nov, 2015 organized by K.J Somaiya college of arts and commerce, Mumbai in collaboration with SIMSR. ( ISBN 978-81-931391-7-2) |

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| **SUMMER INTERNSHIP PROJECT:** Company Name- BOOKEVENTZ.COM |
| Project Title: ‘’Servicing as a branding tool in event industry’’ |
| Work Involved:  1-Marketing of Company’ s offerings to Clients and marketing the assigned Venue. 2- Handling of inbound Client Leads/Enquiries its closure and negotiation with Merchants and Clients 3- Timely communication to customers/clients by telephonic or email conversation with a focus on customer service and relationship building. 4- working on Revenue Target |

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| **AWARDS AND ACHIEVEMENTS:** |
| 1-Awarded as the ‘’best leader’’ in academic year 2017-18.  2-Lead the ‘’books and articles’’ vertical in knowledge club of IBS Mumbai.  3-Awarded the title of ‘’best blogger’’ by Half baked beans publishing. |

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| **TECHNICAL SKILLS** |
| 1-MS Office (Word, Excel, Access, PowerPoint,)  2- Mainframe Applications: Keyword research tools ,google ad words  3- Copywriting  4- Content moderation |

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| **CO-CURRICULAR ACTIVITIES:** |
| 1- Freelance blogger and book reviewer for half baked beans publications 2017- 2018.  2-Participated in classical dance competition for two consecutive years, mudra- Quintessence 2017 and 2018 at TISS MUMBAI.  3- Participated in TATA crucible campus quiz 2015-16 and 2016-17, Mumbai. |

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| **LINGUISTIC PROFICIENCY**: |
| Hindi, English, Punjabi |

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| **HOBBIES & INTERESTS** : |
| Painting, dancing and reviewing books. |

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D.O.B : 16th November, 1996

Vishakha Tewari