



# PRATISHTHA ANOOP SRIVASTAVA

I aspire to work in the dynamics of business management and practice the sound knowledge of my specializations for achieving professional and personal goals so as to build a long-term career with opportunities for growth and future relationships. I quickly adapt to the working environment and also, I am a quick learner. I am self-motivated, organized and a dependable person with great time management. I am always energetic and have a willingness to learn new skills.

✉ tanishqsrivastava05@gmail.com

📞 7905339212

📍 Gurgaon, India

📅 05 September, 1997

🌐 [linkedin.com/in/pratishtha-srivastava-871168167](https://www.linkedin.com/in/pratishtha-srivastava-871168167)

## WORK EXPERIENCE

### Executive Intern

#### Econstra Business Consultants LLP

05/2019 – 07/2019

Gurgaon, Haryana

Project - GyaanMart

- Worked on the project "GyaanMart" as an executive, holding Business Development and Human Resource responsibilities.  
Link - <https://www.gyaanmart.com/>

## EDUCATION

### Master of Business Administration: 8.6 GPA

#### Indian Institute of Information Technology, Allahabad

08/2018 – 05/2020

Allahabad

Dual Specialisation with Marketing Management and Human Resource Management

### Bachelor of Science: 52.2%

#### S.N.T. College of Edu. And Tech.(Mahila) Hanumanganj

2015 – 2018

Allahabad

Zoology and Chemistry

### Intermediate: 72.2%

#### Central Academy

2015

Allahabad

### High School: 8.6 CGPA

#### Central Academy

2013

Allahabad

## INTERESTS

Report Writing

Volunteering

Story Telling

Dancing

Dramatics

## SKILLS

Presentation

Interpersonal skills

Planning Strategy

Employer Brand Building

Analytical Approach

Training and Development

Creativity and Innovation

Marketing of Services

International Marketing

Advertising and Social Media Marketing

## PROJECTS

The Study on Employer Brand Strategy in Government Enterprises from The Perspective of Human Resource Management (2019)

- Analysed Government as a brand for human resource market.

Factors Affecting Performance of Employees At Work Place In Service Sector Industry in India (2019)

- Discovered the internal and external factors affecting employees performances.

Application of AI in Customer Relationship Management :A systematic review (2019)

- Analysed the evolution of AI into CRM.

Research Project - Boosting Exchange Balancing Mobility between Asia And Europe through Digital Format (2018)

- Constructed a full review paper and an effective presentation on this topic. This paper talks about how the exchange of technologies, education and human capital among countries will increase global economy.

Research Project - How Emotional Intelligence Affects Organisation (2018)

- Developed an effective term paper by collecting primary and secondary data from an organization. This paper talks about employees with higher emotional intelligence have higher mental health, job performance, and leadership skills.

## ACHIEVEMENTS

Director at start-up Hack at Snack NewGen IEDC Projects, Indian Institute Of Information Technology, Feb 2019 – Present.

Organiser - National Conference and Industry Academia Interface on Managing Sustainable Development – 2019 in Indian Institute of Information Technology Allahabad