

Ishita Goel

Believe in being persistent and thorough in work.

Phone : +917895830423

Email : ishitagoel397@gmail.com

LinkedIn: <https://www.linkedin.com/in/ishita-goel-1bbb4818b/>

Career Objective

To learn and grow with more responsibilities assigned to me and by contributing to my role in order to attain organizational goal and personal enrichment.

Academic Background

| Year(s) | Qualification – Degree / Diploma / Certificate | Board/University | College / Institute | Percentage |
|---------|--|--|---|---------------------------|
| 2019-21 | PGDM | AICTE | Jagannath International Management School | 77 (1 st year) |
| 2015-18 | BBA(Foreign Trade) | University of Petroleum and Energy Studies | School of Business | 70.1 |
| 2015 | XII | ISC Board | Ashok Hall Girls' Residential School | 73.50 |
| 2013 | X | ICSE Board | Ashok Hall Girls' Residential School | 75.83 |

Trainings & Projects Undertaken

MBA(Summer Internship)

Company : OysterConnect.com | 8 weeks

SIP Report Title : Analytical Comparison of Traditional Marketing vs. Digital Marketing.

Job Description : Worked with the company Blockchainresearch.in as a content writer and market researcher.

Internship

Company : Harappa education | 4 weeks

Project Title : Social Media Marketing

Job Description: Promoted the courses of Harappa education on various social media platform and pitched about the courses to various colleges.

Live Project 1

Company : 1mg.com | 5 weeks

Project Title : E-Commerce Sales Project

Job Description: Acquired new users for 1mg.com via referring them to 1mg app or website and assisting new and existing users in getting their medicines from 1mg.

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Live Project 2

Company : Topcashback | 4 weeks

Project Title : Customer Acquisition

Job Description: Acquired new users for Topcashback via referring them the website and assisting new and existing users in getting their cashback.

Live Project 3

Company : CollegeDunia | 4 weeks

Project Title : Review Marketing

Job Description: Captured campus review of students and alumni for CollegeDunia.

Live Project 4

Company : Unschool | 4 weeks

Project Title : Social Media Marketing Intern

Job Description: Promoted the courses of Unschool on various social media platforms and generated leads for the same.

BBA(Summer Internship)

Company: Petra Global Logistics Pvt. Ltd. | 8 weeks

Project Title: Sea and Air Export and Marketing

Job Description: Reviewed daily shipments and worked with service providers to ensure timely flow of freight. Maintained ongoing documentation of logistics procedures related to daily functions. Learned various marketing strategies used by the company.

Published Papers and Articles

- Research paper on “Study on behavioral marketing analytics adopted BYJUS in India” was published in International Journal of Scientific Research in Engineering and Management (IJSREM) Volume 4, Issue 7.
- Article on “How Blockchain can be used in Operations Management” was published in BlockchainReserach.in
- Article on “Modi Government diluting Environmental Laws” was published in BlockchainReserach.in

Extra-Curricular Activities/Achievements

- Received Certificate of Excellence for “100% target achieved ” from the Harappa Education during a part-time internship.
- Received Certificate of Excellence as a “Star Performer” from the company Harappa Education during a part-time internship.
- Received Certificate of Excellence for “Networking and User Acquisition Skills” from the company CollegeDunia during a part-time internship.
- Received Certificate of Excellence for “Outstanding Quality of Output” from the company CollegeDunia during a part-time internship.

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- Co-ordinated an event in Markathon, Marketing Ludo during my post-graduation in JIMS, Kalkaji.
- Achieved merit certificate in French language in 1st trimester in JIMS, Kalkaji.
- Co-ordinated an event in E-Week, IPL Action during my post-graduation in JIMS, Kalkaji.
- Certification program for “Soft Skill & Personality Development Program conducted by Communication Department”, UPES.
- Worked as a member of the management team of Elite, the marketing club during graduation.
- Achieved Bronze and Silver medal in Standard of International award for Young People.
- Was a member of discipline committee at school in class XII.
- Won many dance competitions in inter and intra school competitions.

Skill Set

- Computer Skills set: MS Word, MS Excel and Ms PowerPoint.
- Good knowledge about advance Ms -Excel.
- Eye for detail
- Adaptive to change.
- A team player with good managerial skills.
- Languages: English, Hindi
- Active listener and speaker

Personal Details

Date of Birth : 03-12-1997
Father's Name : Mr. Rohit Goel
Mother's Name : Mrs. Nidhi Goel
Nationality : Indian
Permanent Address : Omaxe Rivera, Flat no. 403, Thames B, Rudrapur, Uttarakhand.

I declare that the details above are correct and true to the best of my knowledge.

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