

VAISHNAVI MISHRA

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Lucknow, Uttar Pradesh

EDUCATIONAL QUALIFICATIONS

MBA	2023-25	Institute of Engineering and Technolog, Lucknow	Pursuing
BA	2016-19	S.N.Sen BVPG College, Kanpur	56 %
Intermediate	2014-16	KBSK Inter College, Lucknow	74 %
High school	2012-14	KBSK Inter College, Lucknow	75 %

INTERNSHIPS

SHCIL

Marketing

29 JULY 2024 -20 SEP 2024

During my internship as a Marketing Intern at the Stockholding Corporation of India, I played a key role in developing and implementing marketing strategies. I conducted market research to gather valuable insights into customer behavior and industry trends, which informed our marketing initiatives. Additionally, I coordinated with vendors, making calls to establish partnerships and ensure timely delivery of marketing resources. My responsibilities included supporting the organization of marketing events, where I contributed to planning and execution. This experience enhanced my skills in research, vendor communication, content creation, and performance evaluation in a professional marketing environment.

THRILLOPHILIA.COM

Marketing

25 MARCH 2024- 12 MAY 2024

During my internship at Thrillophilia.com, I contributed to various marketing initiatives aimed at promoting travel and adventure experiences. I assisted in creating engaging content for social media platforms and the company blog, which helped increase audience engagement. I conducted market research to identify target demographics and analyze competitor strategies. Additionally, I collaborated with the marketing team to develop and implement campaigns that showcased our offerings, leading to improved brand visibility. I also coordinated with vendors and partners to support promotional activities. This role enhanced my skills in digital marketing, content creation, and data analysis, providing valuable insights into the travel industry.

WORKSHOP

Academic WORKSHOP on NISM

Feb 2024

Participated in an informative workshop on the National Institute of Securities Markets (NISM), covering topics like financial markets, securities regulations, investment strategies, and market compliance, enhancing practical understanding of the industry.

CERTIFICATIONS

Certificate of CCC- Approved By Government of India.

Certificate of Digital Marketing.

Certificate in Excel for Beginners.

Certificate of NTPC Electron Quiz.

SKILLS

Microsoft Excel

Microsoft Power Point

Microsoft Word

EXTRA CURRICULAR ACTIVITIES

Kabaddi:

Represented IET Lucknow in Kabaddi tournaments at Lucknow University Campus.

Tug-of-War:

Participated in Tug-of-War competitions at IET Lucknow.