

Umme Kulsum

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Objective

- To work in a competitive environment that shall yield the twin benefits of job satisfaction and steady pace of professional growth.

Skills

- Strong communication and interpersonal skills, able to work well both independently and as part of a team.
- 1. MS Excel
- 2. Power Point
- 3. Microsoft Word
- 4. Data Analysis
- 5. Content Creation
- 6. SEO & SEM
- 7. Communication Skills
- 8. Social Media Marketing
- 9. Basic Design Skills
- 10. CRM

Education

High school 2016
JB MEMORIAL INTER COLLEGE, BIJNOR LUCKNOW UTTAR PRADESH

- 78%

INTERMEDIATE 2018
RB PUBLIC SCHOOL BUJNOR LUCKNOW, UTTAR PRADESH

- 73%

B.com Hons 2018-2021

**BABA SAHEB BHEEMRAO AMBEDKAR UNIVERSITY LUCKNOW UTTAR
PRADESH**

- **7.75 CGPA**

MBA (RURAL MANAGEMENT) 2021-2023
**BABA SAHEB BHEEMRAO AMBEDKAR UNIVERSITY LUCKNOW UTTAR
PRADESH**

- **7.5 CGPA**

Hobbies

- **Reading.**
- **Writing.**
- **Sketching.**
- **Photography.**
- **Design.**

Live projects

- **CUET Exam Analysis**
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- **48.5% of the students which have taken a survey are not aware of the CUET Exam for UG and PG 42.4% of the Class 12th students haven't joined any coaching institute for the preparation of CUET**

Summer Internships

- **Marketing Research**
- **Shriram Life Insurance corporation 2 months 20 December 2021 to 10 February 2022**
- **Brand awareness life insurance:-**
- **Conducted market research to understand the awareness of the SLIC products among potential customers.**
- **Performed depth interviews of 8 working professionals and analysed market research data to gain insight**
- **Recommend to increase digital presence and revamp offerings based on the feedback of 500 customers**

- Identified leads to boost sales and applied SPIN selling technique to pitch people having income over 5 lakh