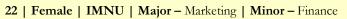
## Akansha Sharma





	A	CADEMIC ACHIEVEMENTS		
MBA	2023-2025	Institute of Management, Nirma	University	
BBA	2020-2023	Institute of Management, Nirma	University	78.20 %
XII   CBSE	2019-2020	Litera Valley School, Patr	Patna 83.60	
X   ICSE 2017-2		St. Joseph's Convent High Scho	ol, Patna	87.16 %
Completed a co	ourse in Omnichannel M	arketing Virtual Experience Program cer	tified by <b>Forage</b>	
Completed a co	ourse in Introduction to	Google SEO certified by University of Cal	ifornia, Davis	
		INTERNSHIPS		
		BMW Ventures Ltd.	Apr 202	23 – May 2023
Marketing Intern	<ul> <li>Online marketing of the firm and designing strategies</li> <li>Assisted day-to-day marketing task</li> <li>Researched and designed creative content for social media handle to promote the brand</li> <li>Responded to clients queries and connected them to the concerned team</li> </ul>			
Eventoss Entertainment Pvt Ltd. May 2022 – Ju				022 – Jun 2022
Marketing Executive Trainee: Planning and execution of clients' work	<ul> <li>Develop and execute comprehensive social media strategies tailored to each client's unique goals and target audience</li> <li>Scheduled, created and published high-quality content, including posts, articles, images, videos, and stories</li> </ul>			
	<u> </u>	Atypical Advantage	Oct 20	21 – Oct 2021
Social Media Marketing Intern	<ul> <li>Spreading awareness about the motive of the social Organization</li> <li>Engaged with people to promote India's largest inclusive platform to generate livelihoods for people with disabilities</li> </ul>			
		Invincible NGO	Jun	2021 - Jul 2021
Social Media Marketing Intern: Creating compelling and engaging content	ern: campaigns and initiatives  • Created creative content for our social media platforms, including posts, graphics, videos, and stories			
		Growth Central VC	Oct 20	21 – Nov 2021
Human Resource Intern	<ul> <li>Helped with recruitment process through LinkedIn job postings</li> <li>Provided follow-up correspondence to applicants regarding their employment status</li> <li>Reached out to potential applicants and explained them the procedures</li> </ul>			
	<u> </u>	Academic Projects		
Research Paper	Group Research Paper on "Fashion Influencer Marketing on Social Media and Their Impact on Consumer Buying Behaviour in Ahmedabad"			
Live Project	<ul> <li>Financial Markets Experience Program (Created, managed and maintained a real-time simulated portfolio on BSE 500 listed companies)</li> </ul>			
Design Thinking Project	<ul> <li>Live Design Thinking project on "Reimagining college students' life" in three phases</li> <li>Designed Empathy Map, Persona, Jobs to be done, POV Statement</li> </ul>			