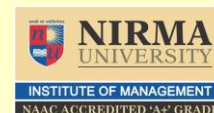


Cherry Kanunga

20 | Female | IMNU | Major – Marketing | Minor – Digital Transformation and Analytics



ACADEMIC ACHIEVEMENTS			
MBA	2023-2025	Institute of Management, Nirma University	
BBA	2020-2023	Institute of Management, Nirma University	74.00 %
XII CBSE	2019-2020	Udgam School for Children, Ahmedabad	85.40 %
X ICSE	2017-2018	JG International School, Ahmedabad	88.17 %
<ul style="list-style-type: none"> Completed a course on Business Branding: The complete course part 1 and part 2-strategy- From Udemy 			
FIELDWORK & LIVE PROJECTS			
Research and Marketing Intern		Oizom Instruments Pvt Ltd	Apr 2023 – Jun 2023
Online marketing and offline campaign.	<ul style="list-style-type: none"> Worked on physical and digital marketing campaign Worked on competitor Analysis Learnt niche segment marketing 		
Sales Intern		Insplore consultants	May 2022 – Jun 2022
Training in outlooks of investment tools and policies	<ul style="list-style-type: none"> Worked on policy sales. Learnt about different investment tools. Learned about the different components of salary 		
Student Volunteer		Shatayu NGO	Jun 2021 – Jul 2021
Marketing and awareness	<ul style="list-style-type: none"> Contributed in creating content related to organ donation for its social media platforms. Hosted webinars for potential organ donors. Generated awareness about organ donation. 		
POSITION OF RESPONSIBILITY			
Rotaract, IMNU	<ul style="list-style-type: none"> Member of Rotaract, IMNU (2022-24) Conducted various events related to social responsibility. 		
EXTRA CURRICULAR ACHIEVEMENTS			
Unstop	<ul style="list-style-type: none"> Participated in various Unstop competitions like Coca-Cola Disrupt Season 3 and Enigma Business Challenge 		