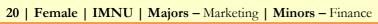
Simran Jashnani





		ACADEMIC ACHIEVEMENTS		
MBA	2023-2025	Institute of Management, Nirma U	Iniversity	
BBA	2020-2023	Institute of Management, Nirma University 77.90 %		
XII CBSE	2019-2020	Delhi Public School, Gandhin	agar 95.40 %	
X CBSE	2017-2018	Delhi Public School, Gandhin	agar 85.66 %	
Completed a course of Bloomberg Market Concepts certified by Bloomberg for Education in 2023				
INTERNSHIP				
		ViteBox Assortions	Apr 2023 – Jun 2023	
Digital Marketing Intern	 SEO: Implemented strategies to enhance website visibility and ranking on search engines through keyword research, content optimization Email Marketing: Executed email marketing campaigns and automated workflows, nurturing leads and customers with personalized, timely communications to drive engagement and conversions. Paid Advertising: Pay-Per-Click (PPC) campaigns on platforms like Google Ads and Facebook Ads to attract targeted audiences 			
	Content Creation	: Produced creative content ideas to drive Eng		
		Lapink By K.NareshKumar	Sept 2022 – Dec 2022	
Branding Intern	 Influencer Marketing Campaign: Collaborated with relevant influencers to promote our brand, products, or services to their engaged audiences, leveraging their credibility and reach. Brand Awareness via PR Activities: Utilized strategic public relations initiatives to increase our brand's visibility and reputation, encompassing media outreach, planning press releases. Positioning Statement Design: Crafted a clear and compelling positioning statement that defines our company's unique value and market position Fortune Landmark, ITC Hotels Group May 2021 – Jun 2021 			
		•		
Sales & Marketing Intern	_	Internship involved going on sales call and pursuing business clients to book services for their stay at the hotel. Also involved Networking with clients and Upselling of other services.		
		Re-Active (HSR)	Jul 2021 - Aug 2021	
Social Media Marketing Intern	to collaborate on Social Media Con	 Connecting with Influencers: Established valuable relationships with industry-specific influencers to collaborate on promotions, reviews, or endorsements for enhanced brand credibility and reach. Social Media Content Planning: Developed a strategic content calendar for social media platforms, ensuring consistent, engaging, and on-brand posts to captivate and grow our online audience. 		
		Aahwahan Foundation	Jun 2021 – Jul 2021	
Graphics Intern		Graphic Designing: Creating visually appealing posters and promotional materials to effectively convey the NGO's mission, events, and campaigns, fostering awareness and engagement. POSITION OF RESPONSIBILITY		
Ritayan , IMNU	Member of Ritaya	• Member of Ritayan (Dance & Music Club), IMNU 2020-22 (BBA)		
EXTRA CURRICULAR ACHIEVEMENTS				
Commerce Talent Search Examination	W 422 4 2 2 2 4 4 4 4 4 4 4 4 4 4 4 4 4			