## Poorvi Lokwani



23   Female   IMN	<b>U</b>   <b>Major</b> – Marketing	<b>Minor –</b> Digital Transformation & Analy	tics	
	AC	CADEMIC ACHIEVEMENTS		
MBA	2023-2025	Institute of Management, Nirma	University	
BBA	BBA 2019-2023 Institute of Management, Nirma U		University	68.40 %
XII   CBSE	2016-2017	016-2017 St. Xavier's Seiners Secondary School		70.40 %
X   CBSE	2014-2015	St. Xavier's Seiners Secondary School, Jaipur 64.		64.60 %
Awarded a Certificate in Elements of AI offered by University of Helsinki, 2023				
LIVE PROJECTS				
		Aarambh	Aug 202	23 - Present
EA to Founder	Streamlined delive	ry coordination		
	• Elevating brand th	Elevating brand through social media designs		
	Strategizing to enhance online presence			
INTERNSHIPS				
		V Events & Entertainment	Apr 2023	8 – Jun 2023
Event Organisation & Management	• Spearheaded the successful management of two major events, ensuring smooth execution			
	Oversaw artist relations and coordination, enhancing event dynamics			
	• Handled operational and administrative responsibilities to support event logistics and efficiency			
		Aastha Fin Corp Pvt. Ltd	May 2022	2 – Jun 2022
Telecommunication & Sales Intern	Engaged with current clients to address inquiries related to Demat Accounts			
	Proactively generated SIP leads through strategic cold calling			
	• Expanded client portfolios by cross-selling financial products, including Demat accounts, mutual funds, and SIPs			
	<ul> <li>Maintained open communication with clients, promptly addressing concerns and ensuring</li> </ul>			
	seamless service delivery			
		Neytrutva: Ek Abhiyaan Foundatio	on Jun 2021 -	- July 2021
	• Directed a dedicat	ed team of interns, fostering collaboration a	und skill development	
Social Media Marketing & Content Creation	• Championed a marketing campaign specifically tailored for the NGO, amplifying its outreach			
	• Content creation for the NGO's digital platforms, including social media and the official website			
	• Successfully hosted a webinar for Neytrutva, showcasing expertise and engagement			
		Unschool	Mar 2021	- May 2021
Lead Generation and Team Building	Drove lead genera	tion initiatives to bolster the company's man	rketing efforts	
	Spearheaded the recruitment process, conducting interviews to onboard promising interns			
	• Led and mentored a dynamic team of interns, fostering professional growth			
	Designed and implemented comprehensive training programs for intern skill development			
	PO	SITION OF RESPONSIBILITY		
Cultural	• President of Abhivyakti – The BBA Cultural Committee, IMNU (2022-23)			
Committee, IMNU	Responsible for Managing and Organising High-Budget Events of IMNU			