## Ujjwal Phulli

22|Female | IMNU | Majors - Marketing | Minors - International Business

| ACADEMIC ACHIEVEMENTS |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| MBA | $2023-2025$ | Institute of Management, Nirma University |  |  |  |  |
| BBA | $2020-2023$ | Institute of Management, Nirma University | $75.50 \%$ |  |  |  |
| XII\|MSBSHSE | $2019-2020$ | Delhi Public School, Kalali, Vadodara | $91.20 \%$ |  |  |  |
| X\|ICSE | $2017-2018$ | Delhi Public School, Kalali, Vadodara | $89.00 \%$ |  |  |  |
| INTERNSHIPS |  |  |  |  |  | Apr 2023 - May 2023 |


| Marketing Intern | - Researched on Coffee brands, FMCG products etc for understanding the importance of packaging, topography, logos etc., Learned how to make content and shoot the same <br> - Worked in NSO department and dealt with influencers in order to get them to collaborate with the brand <br> - Worked at BD department and helped with Franchise selling |
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|  | LaPink May 2022 - Jun 2022 |
| Marketing/HR Intern | - Helped in website creation by content writing for the in-progress website, looked up for designs and trends in fashion <br> - Learned about bulk messaging, types of fabrics and embroideries etc <br> - Scheduled interviews with the employees for the brand |
|  | Sai's Angel Foundation-NGO Jun 2021 - Jul 2021 |
| Student Volunteer | - Contributed in creating worksheets, teaching the students, conducting sessions for them, content writing for website development |
|  | Universal Tribes Aug 2021-Sept 2021 |
| Sales and Marketing Intern | - Did personal selling of the products of the brand <br> - Did content writing for the Brand's website |
|  | POSITION OF RESPONSIBILITY |
| Sportzzz Comm., IMNU | - Member of Sportzzz Comm., IMNU (2023-25) <br> - Responsible for on field work, creating videos and posters etc. |
| Khelnayak, IMNU | - Coordinator of Khelnayak, IMNU 2020-23 (BBA) |

