

Richa Chaudhary

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DOB: 09/03/1997

EDUCATIONAL QUALIFICATIONS		
Degree/Examination	Year of Passing	Institution/University
Post Graduate Diploma in Management (PGDM) (Dual Specializations: Marketing & Business Analytics)	2024 (Pursuing)	Bhartiya Vidya Bhavan's Usha & Lakshmi Mittal Institute of Management (BULMIM), New Delhi
Bachelor of Business Administration (BBA)	2016 – 2019	IMS University Courses Campus, Ghaziabad
All India Senior School Certificate Examination (ISC) (Commerce)	2016	All Saint’s College, Nainital
All India Secondary School Examination (ICSE)	2014	All Saint’s College, Nainital

CORPORATE EXPERIENCE		
Brand Samosa <ul style="list-style-type: none">Worked as Social Media ExecutiveHands on experience on LinkedIn, client research, & planning strategies.Direct interaction with the clients.		[May 2023 – July 2023]
How to Abroad [Internship] <ul style="list-style-type: none">Worked in the Digital Marketing department.Handled social media pages like Youtube, Instagram, & Facebook.		[April 2022 – June 2022]
IOS Sports and Entertainment <ul style="list-style-type: none">Worked as Junior Executive – Client Servicing.Proactively generated leads through cold calling and email outreach, effectively expanding the company's client base.Demonstrated services and capabilities to potential clients through presentations, while diligently qualifying and nurturing leads throughout the sales process, maintaining accurate customer records.		[Feb 2020 – Dec 2020]
Percept Limited [Internship] <ul style="list-style-type: none">Worked in Business Development and Client Servicing department.		[Aug 2019 – Jan 2020]

PROJECTS UNDERTAKEN		
Bottom of Pyramid Project (BoPP) at Udayan Care NGO <ul style="list-style-type: none">Conducting extensive corporate donor mapping through LinkedIn and Google.Developed and presented innovative fundraising ideas to enhance Udayan Care’s impact.		[October 2023]
FHV Vorarlberg, Austria Project <ul style="list-style-type: none">Cross-Cultural Exchange program between Indian and Austrian students.Conducted a survey and made a report on weddings in India and Austria.Learned about cross culture of both the countries.		[February 2023]
At IMS <ul style="list-style-type: none">Global Immersion Program [February 2017]Model United Nation Conference in General Assembly [December 2016]		

POSITIONS OF RESPONSIBILITY		
<ul style="list-style-type: none">Management team of Convocation Ceremony.Organization team of HR Seminar.Marketing Club – Achiviya (Coordinator).		
At School <ul style="list-style-type: none">Games Caption – Managed and Organized sports events at school level.		

CERTIFICATIONS		
<ul style="list-style-type: none">Digital Marketing certification course from Digital Vidya, Delhi.MS Excel, MS Word at IMS University Courses Campus, Ghaziabad.		

SKILLS	INTEREST/ HOBBIES
<ul style="list-style-type: none">Digital MarketingClient HandlingCommunication SkillsProblem- Solving SkillsLeadership SkillsCoordinatedWorking Knowledge of Microsoft Office (Excel, PowerPoint, Word)Analytical Skills	<ul style="list-style-type: none">Playing Sports (Basketball, Badminton, Volleyball)Canine EnthusiastReadingPlaying Sitar

Date: 1st December,2023.
Signature: Richa Chaudhary.
Place: Noida.