



## Roshni Palta

*PGDM in Marketing with Analytics Minor - Equipping for MarTech*

### CAREER OBJECTIVE

Seeking a dynamic role in the field of Marketing, where I can leverage my skills in search engine optimization, social media marketing, and data analytics to drive impactful strategies and boost the online visibility of the organization.

### INDUSTRY PROJECT

**Organization:** Kasturba Hospital

**Designation and Duration:** Medical Record Department Intern (6 months)

**Summary:** Worked in the quality assurance division and gained knowledge of risk administration in patient medical records. Filed, restored and retrieved all types of medico-legal case records.

### ACADEMIC PROJECT(S)

**Organization:** Tredence Inc.

**Topic:** Request for Problem (RFP) Project for Increasing Brand Visibility on LinkedIn

**Objective:** Utilize marketing expertise to organically amplify Tredence's LinkedIn presence, elevating followers, brand visibility, thought leadership, and community engagement. *(Project in Progress)*

**Topic:** Research Incubation Project in the Advertising and Media Industry

**Objective:** How can Amazon Prime Video resolve content access issues for premium members to restore seamless access to all content and enhance customer satisfaction? *(Project in Progress)*

### PROFESSIONAL QUALIFICATIONS

**Post Graduate Diploma in Management in Marketing | Analytics Minor | Jagdish Sheth School of Management, Bangalore | Class of 2024 | CGPA of 8.2**  
**Bachelor of Science | Health Information Management | Manipal College Of Health Professions, Manipal | 2021 | CGPA of 7.8**

### PAST EDUCATION

**Higher Secondary with Science | Army Public School, Hyderabad | 2017 | 86%**

**Secondary School | Army Public School, Hyderabad | 2015 | CGPA of 9.6**

### ACCOMPLISHMENTS & ACTIVITIES

- **Secured 2<sup>nd</sup> rank** in Design Thinking in 2023 during a design thinking exhibition held by Jagdish Sheth School of Management (2022)
- **Semi-finalist** in a debate competition during a geopolitics and business environment debate (2022)
- **Team Leader** for Kanyathon, a charity event to save girl child and contributed by generating 100+ leads towards corporate sales and sponsorship (2023)
- **Team Leader** for an Outbound Leadership Program held by Jagdish Sheth School of Management (2023)
- **Member** of Corporate and Alumni Connect at Manipal College of Health Profession (2017)

### THOMAS PROFILE COMPETENCIES

**Analytical Thinking**  
**Planning & Organization**  
**Resource Optimization**

### TECHNICAL SKILLS & CERTIFICATIONS

**Microsoft Excel – Intermediate**  
**Microsoft PowerPoint - Intermediate**  
**Tableau – Beginners**  
**Data Visualization and Business Intelligence** from *EDlightened*  
**Advance Google Analytics** from *Google*  
**Content Marketing Certification** from *HubSpot*

### INTERESTS & HOBBIES

**Swimming**  
**Travelling**

### REACH ME AT

#### MOBILE NUMBER

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#### Email Id

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[palta.roshni@gmail.com](mailto:palta.roshni@gmail.com)

#### LinkedIn Profile

<https://www.linkedin.com/in/roshni-palta11/>

#### Domicile

Hyderabad, Telangana

### LANGUAGE

#### English & Hindi

(Reading, writing, speaking, and listening)