



THOMAS PROFILE COMPETENCIES

Communication Style
Interpersonal Skills
Influencing Skills

TECHNICAL SKILLS & CERTIFICATIONS

Microsoft Power Point- Intermediate
Advanced Google Analytics from Google Analytics Academy
Content Marketing from Hubspot
Marketing Mix fundamentals from Coursera
Shopping ads Certification from Google

INTERESTS & HOBBIES

Cooking
Travelling
Public Speaking

REACH ME AT

MOBILE NUMBER
+91 6363506072
+91 9821802230
Email Id
ayushi.shukla2224@jagsom.edu.in
ayusheeshukla26@gmail.com
LinkedIn Profile
<https://www.linkedin.com/in/ayushishukla01/>
Domicile
Kanpur, Uttar Pradesh

LANGUAGE

English & Hindi
(Reading, writing, speaking, and listening)

Ayushi Shukla

PGDM in Marketing with Analytics Minor - Equipping for MarTech

CAREER OBJECTIVE

Highly motivated and results oriented professional seeking a challenging position in Digital Marketing, utilising my exceptional interpersonal skills, effective communication abilities and influential expertise to drive organisational growth and success.

PROFESSIONAL EXPERIENCE

Organization: India Today, Noida

Designation & Duration: Senior Executive (24 months)

Summary: My responsibilities focused on onboarding various clients such as Dlf, Jaypee Hospital, Rise Group among others during B2B sales. Additionally, I organised various Summits for the organisation and managed post marketing activities for these events.

INDUSTRY PROJECT(S)

Organization: Integrated Centre for Consultancy Pvt. Ltd, Noida

Designation & Duration: Public Relations Intern (1 month)

Summary: Worked on key accounts and pitched ideas for major clients such as DPS Ghaziabad and got recognized for the same.

ACADEMIC PROJECT(S)

Organization: Innover Digital

Topic: Request for Problem (RFP) Project for Marketing & Digital Marketing Strategy for B2B SAAS Product.

Objective: Creating Marketing Strategies to drive early adopters for a B2B SAAS Product and the Digital Marketing Channel to be chosen (*Project in Progress*)

Topic: Research Incubation project in Manufacturing

Objective: In- depth analysis of the sector and key players of the same through various frameworks (*Project in Progress*)

Topic: Running a campaign for MarkAsm

Objective: To increase traction and awareness on blog website. (*Project in Progress*)

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Marketing |Analytics Minor| Jagdish Sheth School of Management, Bengaluru |Class of 2024|CGPA of 7.00

Bachelor of Arts Journalism & Mass Communication |Amity School of Communication, Noida|2020 |CGPA: 7.56

PAST EDUCATION

Higher Secondary with Science | Delhi Public School, Kanpur | 2015 | 65%

Secondary School| Delhi Public School, Kanpur | 2013 |CGPA of 8.6

ACCOMPLISHMENTS & ACTIVITIES

- **Chief Corporate Partnership Officer** for Kanyathon (2023)
- **Secured top position** in radio club at Amity University, Noida (2015)

