KRITIKA KASHYAP

ACADEMIC PROFILE

PGDM Marketing	6.60 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BBA	73.13%	New Horizon College, Bengaluru	2021
Class XII (CBSE)	59.00%	Red Rose School,Deoghar,Jharkhand	2018
Class X (CBSE)	85.00%	Blue Bells School,Deoghar,Jharkhand	2016

AREAS OF STUDY

Digital Marketing, Design Thinking, Marketing Analytics, Managing Online Store, Social Medial Marketing, Consumer Behavior, Brand Management, Proficiency in Business Tools, UX Design, E-Commerce Category Management, Digital Strategy &Content Marketing.

WORK EXPERIENCE   9 Months

ICICI Prudential Life Insurance	Financial Service Consultant	October 2021- July 2022

- Financial Service Consultant at ICICI Prudential
- Expertise in comprehensive financial planning
- Client relationship management
- Diverse investment strategies implementation
- Alignment of financial goals
- Optimal wealth management solutions.

LIVE PROJECT(S)

Request for Problem (HRS Navigation)

- Improve brand awareness and engagement to drive lead generation through digital strategy.
- Developing and executing targeted digital marketing campaigns to boost brand awareness and engagement.
- Leveraging YouTube and Twitter for content marketing, increasing lead generation and sales.
- Implementing SEO and analytics tools to optimize reach and measure campaign effectiveness.
- Community engagement through interactive content and strategic social media presence.

ACADEMIC PROJECT(S)

Managing Online Store Project (Ashkev's: Coconut Oil Products)

- Developed and managed an online store, Ashkev's Coconut Oil, focused on pure cold-pressed coconut oil.
- Created an intuitive platform that blends health and beauty benefits, allowing customers to enjoy nature's goodness at home.
- Introduced features to improve user experience and accessibility, resulting in higher engagement and satisfaction.
- Contributed significantly to the strategic direction, maintaining the brand's focus on quality and sustainability.
- Utilized Google Search Console for SEO optimization. Demonstrated skills in e-commerce management, web development, and market analysis. (https://ashkevs.in/)

Tommy Hilfiger Store Analysis (Design Thinking)

- Successfully executed store layout optimization, strategic product placement, and personalized customer assistance at Tommy Hilfiger.
- Achieved a significant 25% increase in customer satisfaction within a 3 to 4-month timeframe.
- Enhanced customer experience, streamlined shopping processes, and increased overall store performance through these efforts

Social Listening Project for Mia by Tanishq

- Analyzed online conversations, sentiments, and trends through a social listening tool (Brand24)
- Provided actionable insights for audience engagement.
- Identified key influencers and brand advocates.
- Enhanced understanding of customer preferences and behaviors.

CERTIFICATIONS

Excel Power Tools for Data Analysis	Macquarie University (Coursera)	2023
Customer Relationship Management	Starweaver (Coursera)	2023
Branding and customer experience	IE Business School (Coursera)	2024
Foundation of business strategy	University of Virginia (Coursera)	2024
Fundamental of digital marketing	By Google	2024

POSITIONS OF RESPONSIBILITY

JAGSoM,Bengaluru	• **MarTech committee.** Lead Social Media team for MarTech committee, driving digital engagement.	**2023-2025**
	• **Kanyathon**. PR & Media team member for Kanyathon, boosting event promotion.	**2024**
	• **Part of Placement Preparation Book Plan** Created detailed case study for placement preparation	**2024**

ACCOMPLISHMENTS

Competitions and Activities	• Completed 3 years course in Bharatnatyam from Alamanni university, Bengaluru. • Participated and won Bharatnatyam competition at Kollur. • Won first prize in street play at inter college competition at graduation • Participated in the TATA Crucible Campus Quiz 2024	
Professional	• Received Best Employee of the Month certificates twice during my tenure at ICICI Prudential.	2022

SKILLS	MS-Excel, Power BI, PowerPoint, SPSS, Social Listening Tool, Shopify, Figma