

URVASHI RAWAT

ACADEMIC PROFILE

PGDM Marketing	5.8 CGPA	Jagdish Sheth School of Management (JAGSoM), Bengaluru	2025
B.Com Accounting & Finance	62.4%	IIS Deemed University, Jaipur	2021
Class XII (CBSE)	75.06%	St.Anns Senior Secondary School, Roorkee	2018
Class X (CBSE)	72.02%	St.Anns Senior Secondary School, Roorkee	2016

AREAS OF STUDY

Sales Team Leadership, Territory Management, B2B Marketing, Customer Retention, Customer Acquisition, Channel Partner Management, Sales Forecasting, and Strategic Selling.

WORK EXPERIENCE

12 Months

Repay Media, Gurugram **International Marketing Executive.** **May 2022- Aug 2022**

- Successfully pitched performance marketing services to international clients, resulting in a steady onboarding of new companies and establishing strong client relationships.
- Acted as a key liaison between clients and the internal delivery team, ensuring seamless communication that aligned client expectations with performance outcomes.
- Worked closely with the delivery team to optimize marketing strategies, contributing to the successful execution of campaigns that consistently met or exceeded client goals.
- Proactively identified potential challenges and collaborated with internal teams to deliver solutions that enhanced client satisfaction and improved overall campaign performance.
- Played an integral role in fostering long-term partnerships with international clients by offering tailored marketing services aligned with their business objectives.

NS Contractor

Accountant Trainee

Aug 2021-Mar2022

- Managed day-to-day accounting tasks, including data entry, invoice generation, and reconciliation of accounts payables and receivables, ensuring accuracy and timely processing.
- Oversaw daily vendor payouts and maintained financial records, contributing to improved efficiency in the company's payment processes.
- Identified and corrected inaccurate financial entries, ensuring compliance with internal accounting standards and minimizing errors.
- Collaborated with senior accountants to prepare financial reports, gaining valuable experience in accounting best practices and client reporting.
- Assisted in streamlining invoicing processes, reducing processing time and improving overall financial workflow.

Internships

10

Months

Quantum, IT Innovation

Account Management

April 2024 – Present

- Managed 12 overseas digital marketing projects, delivering 10% YoY growth for key clients by ensuring consistent communication and performance tracking.
- Conducted weekly Google Meet sessions with cross-functional teams (sales, marketing, and delivery) to ensure the seamless execution of campaigns, leading to 95% on-time project delivery.
- Spearheaded monthly client performance reviews, showcasing detailed insights and proposing data-driven recommendations that resulted in a 15% average improvement in campaign performance.
- Maintained strong personal relationships with clients, contributing to a 20% increase in client retention by addressing concerns and delivering tailored solutions.
- Improved overall project efficiency by reducing turnaround time by 25%, thanks to optimized workflows between internal teams and clear communication.

Iexambee, Noida

Business Development Executive

May2021-July2021

- Managed 60+ daily cold calls to prospective clients, achieving a weekly conversion rate of 8-10%, converting leads into long-term customers.
- Successfully converted 3 prospects into paying customers each week, contributing to the overall revenue growth of the company.
- Provided follow-up and support to ensure client onboarding, leading to a high customer retention rate and strengthened client relationships.
- Played a role in generating 100+ qualified leads through CRM tools, resulting in a consistent sales pipeline and increased business opportunities.

Help For Sure, Bengaluru

Digital Marketing Intern.

Feb 2021 – April 2021

- Developed and executed content strategies for the company's social media platforms, including Facebook and Instagram, resulting in a 30% increase in engagement and follower growth over the internship period.
- Created and managed content calendars, ensuring timely and relevant posts that boosted brand visibility and audience interaction.
- Enhanced local customer outreach by optimizing Google My Business profiles, which improved local search rankings and customer engagement.
- Analyzed social media metrics to track performance and adjust strategies, contributing to a more effective online presence and better alignment with marketing goals.

CERTIFICATIONS

Branding and Customer Experience	IE Business School (Coursera)	2024
Digital Marketing	Digi Learnings (Institute)	2020
Excel Skills for Business: Advanced	Macquarie University (Coursera)	2023

ACCOMPLISHMENTS

Competitions & Achievements	Member – PR media and Digital Marketing 2023 - 2025
	<ul style="list-style-type: none">• Event Coordination: Managed events such as Speed Dating and Case study competition created by Pr media Team.• Handled social media account of the PR Media Team, and maintain the KPI Monthly• Used to create monthly social media calendar for the Pr media social media account.• Engaged Students to participate in our events such as speed dating and in case study competition.
	CDMO – Kanyathon Social Media team 2024
	<ul style="list-style-type: none">• Positioned as 'Head' of the social media Team in our college biggest charity event

	<ul style="list-style-type: none">• Handled 15 members team including content writers, designers and videographers• Run paid campaigns to generate traffic for the leads• Generated above 1000 leads in which almost 50% got converted. 2nd Position in Verbattle Debate Competition in IIs Deemed University 2021
SKILLS	Advance Excel, Power BI, Google Analytics and Ads, Excell using AI, Power Point using AI, Digital Marketing

JAGSoM Placement Season 2024-2025