



AKSHITA KANSAL

DEPARTMENT OF MANAGEMENT STUDIES

Malviya National Institute of Technology Jaipur (MNIT)

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Female

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Examination	University/Board	Institute	Passing Year	CGPA / %
Post-Graduation	NIT Jaipur (MNIT)	NIT Jaipur (MNIT)	2021	8.51*Current
Graduation B.Tech (Biotech.)	SVBPUAT	Sardar Vallabhbhai Patel University of Agriculture and Technology, Meerut	2019	7.8 CGPA
Intermediate/+2	CBSE	Brij Bhushan Lal Public School	2015	80%
Matriculation	CBSE	Brij Bhushan Lal Public School	2013	8.8 CGPA

TECHNICAL & INTERPERSONAL SKILLS

- **CERTIFICATIONS;**
 - From GOOGLE: - 1. Fundamentals of Digital marketing
 - From UDEMY: - 1. Basics of Market Research
 - From Coursera: - 1. Market research and consumer behaviour
2. Excel Skills for Business: Essentials
 - From Tata Steel: - 1. eLearning Program on Industry 4.0
- **SKILLS:** Interpersonal skills, Leadership Quality, Communication Skills, Time Management
- **MS Office:** MS Word, MS PowerPoint

INTERNSHIP

INTRAGLOBE ONLINE TRADE PVT. LTD.

- Worked for 21 days as an intern in HR Team in Dec ,2019
- Key role: - Handling employees ESI, PF status and accumulating employee's salary details for the month.

UNIVERSAL PRECISION SCREW

- Worked for 60 days as a trainee in Sales and Marketing Department from May,2019 to July,2019
- Learned about the organisation behaviour, dealing with business to business clients and calls related to it under head of the department.

TATA STEEL

- Worked for 8 weeks under the professional from April to June 2020, it was Project based training and a Market Research.
- Title: What can be the Digital marketing strategies to increase Digital Footprints and Digital sales for the brand product: Tata Wiron.
- The following were the key findings for the project that needed to be worked upon:
 - i) Existence ii) Opportunities iii) Awareness iv) Digitalization

INTERNSHALA

- Have been a Internshala Student Partner (ISP 18) for 2 months where I learn the new prospectus of marketing as being a sales influencer through social media tasks and referral promotion.

SHRIRAM LIFE INSURANCE

- In internship period of 45 days at different phases I could able to learn a lot about this sector and had classes on soft communication skills with this at on job training phase our task was to generate revenue in the name of company.

HALDIRAM'S

- Internship period was of 45 days
- Worked as Marketing intern where focus was on strategy and tactics for Haldiram products

ENRST&YOUNG(EY)

- Tenure of internship was 60 days till 23rd Oct, 2020
- Working on Project title; CAFTA

KEY PROJECTS

KPMG PROJECT (VIRTUAL INTERNSHIP)

- Offered by InsideSherpa during lockdown period from April to May 2020
- Based on data analytics which was divided into 3 phases Data Quality Assessment, Data Insights, Data Presentation

BIOTECHNOLOGY BIOINFORMATICS THESIS

- The aim of the project was Primer designing for Alcohol dehydrogenase gene of *Cicer arietinum* (chickpea) by using Primer3Plus online tool.

WORKSHOP

- Participated in National Conference on Identification, Implementation & Extension of Researchable Issues for Sustainable Development conducted by New Age Mobilization Society, New Delhi.
- Participated in International Conference on Advances in Agricultural, Biological & Applied Sciences for Sustainable Future.

POSITION OF RESPONSIBILITY

- Student Council Member, SVBPUAT (2015-2019)
- Girls Sports Captain, SVBPUAT (2016-2018)
- School sports Captain, Brij Bhushan Lal Public School (2013-2015)
- Managed and Co-ordinated the Events, MBA Fest (Maha Prabandhan Parv 2019), at national level MNIT, Jaipur

EXTRA CURRICULAR-ACTIVITIES

- Participated in All India Inter Agricultural University Youth Festival for dance (2016-17)
- Participated in All India Inter Agricultural University Sports and Games Meet (2016-17, 2017-18)
- Participated in Sub Junior National Net-Ball Championship (2012)
- Won at district level in Netball (2010, 2013) Handball (2014) Judo (2014)

INTERESTS/HOBBIES

- Dance
- Sports Activity
- To Travel new places

Area of Interest;

Marketing and Business Analytics

Date:

Sign: