**Kanika Pruthi**

C-17 Shivalik, Malviya Nagar, New Delhi • 110017

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SUMMARY

I intend to build a career with a leading corporate having a high tech environment with committed & dedicated people, which will help me to explore myself fully & realize my potentials.

EMPLOYMENT HISTORY

**Organization:**  Cognizant Technology Solutions

**Designation:** Senior Process Executive

**Duration:** March 2019 till present

**Client:** Google

**Job Responsibilities:**

* Involved in client interactions for better understanding of requirements and convey them about the current status of the projects
* Enhancing the visibility of advertisements for our premium clients on web
* Continuously handling and solving queries of our clients on phone
* Experience in designing and writing content for campaigns and making reports for the same
* Experience in posting promotional content on social media like LinkedIn and Twitter
* Experience in making project related presentations
* Experience in rectifying the process related errors and working on them according to the client needs

**Organization:** Quatrro Global Services

**Designation:** Market Analyst and Content Writer

**Duration:** March 2018 – March 2019

**Job Responsibilities:**

* Responsible for analyzing the past and upcoming market trends and predicting the future behavior
* Experience in writing blogs for the US clients across many industry verticals such as Healthcare, Retail, Manufacturing, Restaurant, Automotive and Nonprofit
* Experience in writing thought leadership articles for the US clients
* Experience in writing press releases
* Experience in writing content for mailers, designing them and sending them out on a weekly basis to the target audience and making reports for the same
* Experience in designing monthly newsletters, sending them out and making reports for the same
* Experience in making infographics
* Experience in making interactive collaterals i.e. making blogs or articles in a creative manner
* Experience in conducting benchmark surveys for Automotive, Nonprofit, Restaurant industries and declaring its results through an infographic/press release
* Experience in posting promotional content i.e. blogs, articles, benchmark survey reports, interactive collaterals and monthly newsletters on social media (LinkedIn & Twitter)

TOOLS USED

* Constant Contact for mass mailing (sending out weekly mailers and monthly newsletters)
* SurveyMonkey for creating surveys
* Venngage for making interactive collaterals and infographics

PROJECTS

* Project on **“Training and development at Airtel”**
* Project on **“Customer Satisfaction at Pantaloons”**

SOFT SKILLS

* Ability to work in new and challenging environment
* Willingness to work in groups
* Self-motivator
* Positive work ethics

EXTRA CURRICULAR ACTIVITIES

* Participated group dances at school level
* Took part in many sports events at school level
* Participated in school annual functions

ACCOLADES ACHIEVED

* Awarded a certificate for attending training program organized by All India Management Association
* Actively participated in Manthan and got a certificate for creative writing

EDUCATION

* Bachelor of Business Administration : 68.85% (Indraprastha University)
* School Name : Delhi Public School,Vasant Kunj
* Board of examination : CBSE
* Class 12th passing year : 2014
* Class 12th percentage : 58.5***%***
* Class 10th passing year : 2012
* Class 10th CGPA : 6.6

PERSONAL VITAE

**Father’s Name**: Sunil Kumar Pruthi

**Mother’s Name**: Reeta Pruthi

**Linguistic Skills**: Hindi & English.

DECLARATION

I hereby declare that the above foregoing information is correct and complete to the best of my knowledge and belief.