

ANUSHKA TIWARI

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SUMMARY

Highly-motivated and result oriented individual offering a strong educational background in business management and marketing, seeking an opportunity in the Human Resource department to utilize time management and organizational skills across diverse settings to drive growth and achieve goals. Intends to develop professional work experience utilizing excellent communication and decision making skills.

WORK EXPERIENCE

Digital Marketing Intern, Mood Indigo IIT Bombay **Aug 2021 - Sep 2021**

- Utilized surveys and focus groups to identify target audiences for potential customers through extensive research.
- Suggested new strategies based on analytics data to improve effectiveness of campaigns.
- Engaged in brainstorming sessions to devise ideas for innovative campaigns.

Fundraiser, Muskurahat Foundation, Mumbai **May 2021 - June 2021**

- Cultivated relationships with existing donors through personal visits and phone calls.
 - Developed and implemented fundraising strategies to generate donations from individuals, corporations, foundations, and other sources.
 - Utilized various online databases and resources to research potential donors, identifying new prospects.
 - Built a vast network of supporters by fostering relationships with influential community stakeholders.
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EDUCATION

Master of Business Administration - Business Management **2021 -2024**

NMIMS School For Continuing Education, Mumbai

Bachelor of Commerce - Marketing **2018 - 2021**

St. Aloysius College, Jabalpur

High School / Senior Secondary **2018**

Christ Church Girls' Senior Secondary School, Jabalpur

SKILLS

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|----------------------------|--------------------------------|
| • Communication Management | • Multitasking and Networking |
| • Administrative Skills | • Adaptability and Flexibility |
| • Marketing | • Decision-Making |
| • Social Media Marketing | • Problem-solving abilities |
| • Persuasive Communication | • Interpersonal Skills |
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ADDITIONAL INFORMATION

Assisted in managing and growing my brother's business, acquiring hands-on experience in entrepreneurship.

Led and assisted events at school and college, ensuring smooth execution and effective communication.

Attained a notable rank in a challenging exam, evidencing excellence and perseverance.