



# AYUSHI JAIN

MARKETING EXECUTIVE



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## EDUCATION

### PGDM (Marketing, Finance)

Jagan Institute of Management Studies, Jaipur  
2021-2023

### Bachelor of Science (Maths)

University of Rajasthan  
2016 - 2020

### HSS (12th)

Anand Public School, Sawai Madhopur  
2016

### SSS (10th)

Saraswati Vidhya Mandir, Aligarh, Tonk  
2014

## SKILLS

- Strong problem-solving
- Strategy Making
- Decision Making
- Critical thinking
- Problem-Solving
- Attention to detail
- Strong Communication
- MS Office
- SEO (Backlinks)

## PROFILE

Highly motivated Growth Associate with experience in implementing and optimizing growth strategies, identifying opportunities for business expansion, and executing successful initiatives. Seeking to leverage expertise in an organization to deliver impactful solutions and drive sustainable growth.

## EXPERIENCE

### O HI APP

Growth Associate

Oct 23 - Jun24

- Conducted market research to identify business expansion opportunities, competitors, and product-market fit.
- Analysed competitors' marketing strategies to enhance our approach.
- Identified and Connected with influencers for collaboration to boost brand visibility.
- Collected data and generated leads for potential business opportunities.
- Managed meta ads.
- Developed, Executed and managed marketing campaigns and coordinated in shoots.
- Created visuals and graphics for social media posts and handled the page to engage and grow the audience.

### SCHOOLLOG

Business Development Executive

Jun23 - Oct23

- Collaborated with cross-functional teams to develop tailored proposals, addressing client pain points and showcasing the ROI of ERP solutions and digital marketing services.
- Built and nurtured long-lasting client relationships.
- Conducted cold calls to generate leads and convert prospects.
- Engaged in digital marketing and social media marketing to enhance awareness and reach.

## CERTIFICATIONS

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- Certification of SAP-SD
- Certificate of introduction to CRM with Hubspot
- Certificate of fundamentals of Digital Marketing by Google
- Certification of RSCIT
- Basic of Business Analytics

## LANGUAGE

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- English
- Hindi

## INTERNSHIP

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### FINURJA INDIA PVT. LTD.

July22 - Sep22 ( 2Months )

- Generated leads to expand the user base.
- Promoted the company's Facebook page and services to increase visibility.
- Wrote engaging content for various platforms.
- Conducted cold emails to reach potential clients and partners.
- Utilized social media marketing across Facebook, Instagram, and LinkedIn.
- Organized webinars with different colleges to promote services.
- Developed and implemented a Go-To-Market strategy.

### CONTREE FOUNDATION NGO

Nov21 - Dec21 ( 7 Days )

- Conducted surveys to gather relevant data.
- Collected data and interacted with community members.
- Analyzed the operations and impact of the non-profit organization.

## LIVE PROJECT

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### BIG BAZAAR | RETAIL TRAINING

Jan22 (15 Days)

- Marketed the online retail platform to increase customer engagement.
- Processed online orders and ensured timely delivery.
- Managed various payment collection methods from customers.
- Handled customer service inquiries to maintain customer satisfaction.

## ACHIEVEMENTS

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- Former class representative at JIMS
- Member of industrial visit committee, social media committee, culture committee, training and placement committee at JIMS
- Participated in "Jaipuria Abhyudaya" Beg Borrow & Steal Competition,2021
- Second runner up in short film making competition