

ANSHIKA AGGARWAL

20 yrs | anshikaaggarwal161@gmail.com | 9310263928 | [Linkedin](#)

EDUCATION

B.COM (H)	2022-25	SHAHEED BHAGAT SINGH COLLEGE, UNIVERSITY OF DELHI	6.67
AISSCE (CLASS 12)	2021-22	KDB PUBLIC SCHOOL, GHAZIABAD	96%
AISSCE (CLASS 10)	2019-20	KDB PUBLIC SCHOOL, GHAZIABAD	91.8%

EXPERIENCE

TALENT ACQUISITION INTERN, PAYTM

[Aug 2024-Oct 2024]

Paytm is an Indian Multinational Financial Technology Company that specializes in digital payments and Financial Services.

- **Sourced 150+** candidates for **Team Lead Sales and Service** profiles in **Bangalore, Chennai, Hyderabad and Andhra Pradesh**.
- Conducted **Pre-Interview calls** and **Shortlisted** qualified candidates for further evaluation.
- Utilized **Lever Hire** to streamline and optimize the end-to-end recruitment process

INTERN, FICCI (FEDERATION OF INDIAN CHAMBERS OF COMMERCE & INDUSTRY)

[July 2024- Aug 2024]

Established in the year 1927, The Federation of Indian Chambers of Commerce and Industry (FICCI) is the oldest, largest and the apex business chamber in India,

- Created content for **FICCI FRAMES'** social media.
- **Researched Media And Entertainment Policies** and conducted **Data Research**.

HR Recruiter, Kads Consultancy

[Aug 2023- Oct 2023]

KADS Consultancy is prompt in industries of IT/ITES and FMCG, expertise in Recruitment,

- Handled **recruitment and improved processing efficiency by 25%**.
- Sourced and screened over **40 candidates** for **IT roles**.

Graphic Designer, Bellissimopsyche

[May 2023 - June2023]

Bellissimopsyche is an Online Counseling Centre that provides valuable life solutions to life challenges.

- Designed and executed a series of captivating social media campaigns, resulting in a **30% increase** in user interaction.
- Created eye catching **Carousels, Reels and Infographics, and banners**.

FREELANCING PROJECTS

Social Media Marketing Manager, Prabeta Vision LLP
Designer, BNI Agra

[Aug 2023- Present]

[Aug 2023- Present]

Roles & Responsibilities: -

- Developed social media content that contributed to a **20% increase in brand visibility**.
- Handled the social media handles of the company including **Instagram, LinkedIn, and Facebook**, increasing followers by **15%**.
- Contributed to **15% increasing online engagement** and audience interaction.

Brand Designer, Unifoedu

[April 2025- April 2025]

- Designed impactful brand collaterals including **Brochures, Pamphlets, Presentations, and Social media creatives**, maintaining visual consistency.
- Edited reels and developed **engaging static posts and promotional materials**, enhancing brand visibility and audience engagement.

VOLUNTEERING

Hubhawks Marketing India Pvt Ltd- World Book Fair 2025

[Feb 2025-Feb 2025]

- Engaged with **100+** visitors, organized **5+** interactive games and facilitated discussions with authors.
- **Managed and displayed 50+** Literary Material, ensuring accurate Inventory Documentation and Systematic Arrangement.

POSITION OF RESPONSIBILITY

Marketing Member at Delta, the Articulation Society

- Developed marketing strategies, designed **5 Instagram Posts**.
- Planned as **OC member for Annual Fest – VIRASAT 2023** attracting over **50 attendees**.

Member at Rotaract Club

- Implemented plans & ideas in Projects and Development department and created **5 graphics and 2 videos**.
- Worked as **OC in 2 events – ADVERTERA and SANSKRITI 2023** with a footfall of **70+ attendees**.

TECHNICAL & OTHER SKILLS	<div>1. Microsoft Excel</div> <div>2. Microsoft Word</div> <div>3. Video Editing</div> <div>4. Canva</div>
CERTIFICATIONS	<div>1. Microsoft Excel Course Beginner to Expert 2022, Udemy</div> <div>2. Excel Fundamentals – Formulas for Finance, Corporate Finance Institute</div> <div>3. Data Visualization Virtual Experience Program by Tata</div>