

# Ankush Rawat

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## SKILLS SUMMARY

- **Technical skills:** MS Office, Digital marketing, Data Visualization
- **Tools/Platforms:** Tableau, Canva
- **Soft Skills:** Adaptability, Teamwork, Resilience, Leadership, Time management, interpersonal, Critical Thinking

## INTERNSHIP

### ◦ **YSOSY Pvt. Ltd | Ludhiana, Punjab**

Jun 24 – Aug 24

#### HR intern

- Created Engaging job descriptions and posted them on various job boards, company websites, and social media platforms, including LinkedIn.
- Screened resumes to shortlist candidates based on key qualifications, skills, and experience aligned with job requirements.
- Coordinated interviews between candidates and hiring managers, ensuring seamless communication throughout the process.
- Facilitated with onboarding processes by preparing offer letters, coordinating orientation, and supporting new hires in settling into the organization.
- Organized and updated employee records, ensuring accuracy, confidentiality, and Ensure with company policies and regulatory standards.

## PROJECTS

### Sales Project with Local Footwear Vendor

Feb - Mar 24

- Successfully developed and implemented a sales strategy to significantly enhance the vendor's sales performance
- Designed and executed promotional campaigns and sales initiatives to attract more customers
- Increased the vendor's sales volume through targeted marketing efforts and effective sales tactics
- Utilized market analysis to identify opportunities and optimize sales approaches for better results
- Monitored and evaluated sales performance thereby making data-driven adjustments to improve revenue outcomes.

### Shopify

Jan 24

- Created a product page with a detailed description to effectively showcase product features and benefits
- Designed and developed a fully functional website tailored to business needs to ensure the success of Shopify
- Enhanced product visibility with an informative product page that includes high-quality images and comprehensive details.
- Implemented user-friendly navigation and a responsive design to improve the overall shopping experience
- Integrated payment gateways and shipping options to streamline the purchasing process and facilitate transactions

### Youth Club – Volunteer, Community Development Project

Jun – Jul 23

- Helped Samiti Seva NGO in caring for injured animals, ensuring proper feeding and hydration.
- Supported daily operations aimed at improving the welfare of animals in need.
- Contributed to maintaining a safe and nurturing environment for recovering animals.

## ACHIEVEMENTS

◦ Represented and Won 5 times district-level cricket tournament	2018-2022
◦ participated in English Debate Competition- District level	2023-2024
◦ Participated in national-level cricket tournament	2023-2024
◦ Selected as part of the State training camp for emerging cricket talent in Haldwani.	2022-23

## CERTIFICATIONS

◦ Human Resource Management	Oct' 23
◦ Introduction to Digital Marketing	Jan' 24
◦ MS Excel Beginner	Aug'24
◦ Recruiting Foundation	July'24

## EDUCATION

◦ <b>Lovely Professional University</b> Integrated BBA-MBA - CGPA: 7.1 <b>Favorite Courses:</b> Human Resource Management	Punjab, India August 2021- 2025
◦ <b>ST Josephs Convent School</b> 10 <sup>th</sup> with science - Percentage: 73%	Kotdwar Uttarakhand April 2018 - March 2019
◦ <b>ST Josephs Convent School</b> 12 <sup>th</sup> with commerce - Percentage: 75%	Kotdwar Uttarakhand April 2020 - March 2021