

# VANSHIKA AGARWAL

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## CAREER OBJECTIVE

Seeking a career to utilize my knowledge, personal skills to gain comprehensive understanding of a reputed organization to take responsibility and contribute significantly.

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## EDUCATION

2024- Present	PSIT KANPUR (M.B.A in Marketing and Finance) Pursuing
2021-2024	CHRIST CHURCH P.G. COLLEGE(B.Com) 7.32 CGPA
2021	BISHOP WESTCOTT SCHOOL(Intermediate) 86.6%
2019	BISHOP WESTCOTT SCHOOL (High School) 73.6%

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## INTERNSHIP

### 1.Nestle Intern | Sales and Marketing 2025(April-May)

- Focused on increasing product penetration in OOH outlets across key markets.
  - Identified and successfully opened new outlets, resulting in direct business addition.
  - Engaged in fieldwork to gain first-hand insights into market levels, customer preferences, and operational gaps.
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## PROJECTS

### ON-THE-GO-CHARGING SHOES (IN PSIT,KANPUR)

- Demonstrated project viability through comprehensive feasibility studies of charging shoes that generate and store electrical power to charge devices.
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## CERTIFICATIONS

- Certified in Banking, Insurance and Finance by Bajaj Finserv
  - Certification of Project Management by Great Learning
  - Certification of Customer Relationship Management by HP Life.
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## EXTRA-CURRICULAR ACTIVITIES

### 1.As a Freelancer | Influencer Marketer (2021-2022)

- I was responsible for collaborating and executing integrated influencer marketing campaigns.
- Use to reach out to influencers and negotiate with them to close the deal for brand marketing campaigns.
- I have successfully executed campaigns for Haldiram, Mivi, Brb, Dusaan, Stride, Rage Coffee, Vilvah, Responsible Biryani, Blue Nectar, The Hade.

### 2.E-commerce Platform – Review and Ratings

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## ACHIEVEMENTS

- Achieved the best poster presentation in International Conference.
  - Participated in Lens Legends- Videography Event.
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## SKILLS

### Soft Skills

Active listening  
Leadership and decision making  
Quick Learner  
Time Management

### Technical Skills

Ms Office- Word,Powerpoint,Excel