

Anushka

Mobile no: +91-8228993141
Email id: anushkas1331@gmail.com
LINKEDIN : <https://www.linkedin.com/in/anushka13/>



- **SOFT SKILLS** : Leadership, Problem-Solving, Team Player, Strong Communication, Talent-acquisition, Adaptability, Recruitment, Organizational goal, Emotional Intelligence, Conflict Resolution, Inclusivity and Diversity.
- **TECHNICAL SKILLS:** Excel, PowerPoint, Word, Power Bi, Tableau.

INTERSHIP

HR and Marketing Intern | MaxView Now | Noida

June 2024 – July 2024

- Selected and filtered resumes in order to determine the best applicants for additional assessment.
- Maintained and updated HR databases and employee records.
- Oversaw the scheduling of interviews and managed end-to-end onboarding for new hires.
- To successfully conclude business, I oversaw sales meetings, made compelling presentations, and followed up with clients.
- Enhanced operational efficiency by streamlining administrative procedures and offering proactive support to the sales and HR departments

PROJECT

- **Sales of unbranded product:** **Mar'24**
Carried out a focused sales campaign for unbranded goods, reaching an impressive sales volume of 7,000 in just three weeks. negotiated and used smart pricing strategies to create a profit margin of around 25%.
- **Sales of unbranded product:** **Dec'23**
Successfully marketed and closed 7.5k worth of sales for an unbranded product in a three-week period. contacted potential customers and used smart pricing techniques to increase sales. achieved a sales growth of 20%.
- **Affiliate marketing:** **Nov'23**
Established and nurtured a collaboration as an associate for August Bioscience, highlighting the advantages of the product and increasing brand recognition with focused marketing initiatives. Executed strategic marketing techniques, leading to a revenue increase of 10k.
- **RAWE (rural agriculture work experience)** **Aug'19-Dec'19**
I led a thorough survey campaign centered on agricultural practices in rural areas while doing an intensive rural agriculture work experience (RAWE) project for my undergraduate degree. employed rigorous research methods, including as field surveys, farmer interviews, and data interpretation, to gather and evaluate data. worked as a multidisciplinary team to evaluate agricultural issues, spot areas for development, and create practical suggestions for sustainable farming methods in rural areas.

CERTIFICATIONS

- Management of Field sales (NPTEL) **Mar'24**
- Digital marketing foundations (LinkedIn) **Dec'23**
- HR foundations: Core Human Resources (LinkedIn) **Feb'24**
- Post Graduate Certificate in HR (SHRM) **Jan'24-Oct'24**

EDUCATION

- Masters of Business Administration (MBA) **Aug '23 – Present**
Lovely Professional University | Phagwara, Punjab
- B.sc (Bachelors of Agriculture Science) **Aug '18 - June'22**
Teerthanker Mahaveer University | Moradabad, Uttar Pradesh
- Intermediate **April '16 - May '18**
Oxford Public school | Muzaffarpur, Bihar