

Jyotsana Martolia

Bhimtal, Uttarakhand | jyotsanamartolia0801@gmail.com | +91- [7464968415](tel:7464968415) | [LinkedIn](#)



Objective

To leverage my academic background in Marketing & Business Analytics, strong analytical skills, and leadership qualities in a dynamic and challenging environment, contributing to organizational success while continuously enhancing my professional growth.

Summary

- Proactive MBA student specializing in Marketing & Business Analytics with a strong academic foundation.
- Demonstrates exceptional leadership, time management, and interpersonal communication skills.
- Experienced in marketing strategy development, lead optimization, and market research through an internship at Eduaxs Solutions.
- Certified in Digital Marketing, Marketing Analytics, and Excel, with expertise in data-driven tools and techniques.
- Passionate about applying analytical thinking and strategic planning to create impactful marketing solutions.

Education

Master of Business Administration Marketing & Business Analytics Graphic Era Hill University	08/2023 - 06/2025
Bachelor of Commerce Kumaun University	07/2018- 11/2021
Intermediate (Commerce) DAV Centenary Public School	04/2017 - 06/2018

Key Skills

- Strong Leadership Qualities
- Time Management
- Interpersonal Communication
- MS - Office Suite
- Analytical thinking
- Marketing Analytics
- Digital Marketing
- Strategic Planning

Certificates

- Excel Boot Camp | 08/2024 | [LinkedIn Learning](#)
- The Complete Digital Marketing Guide | 06/2024 | [Udemy](#)
- Marketing Analytics | 05/2024 | [Great Learning Academy](#)

Internships Experience

Company Details

- **Eduaxs Solutions | Marketing Intern (07/2024 – 09/2024)**

Eduaxs Solutions

Eduaxs Solutions is an innovative education consultancy dedicated to empowering students with personalized academic and career guidance. The company specializes in marketing and promoting undergraduate and postgraduate programs, fostering connections between students and educational institutions. By leveraging data-driven strategies and market insights, Eduaxs Solutions drives enrollment growth and enhances the student experience.

My Roles and Responsibilities

- Optimized lead management by extracting and organizing raw datasets to enhance targeted marketing campaigns.
- Conducted telephonic and field surveys, gathering market insights to improve service offerings.
- Collaborated as a freelance counsellor to develop and implement educational marketing strategies.
- Developed and executed marketing strategies with educational consultants to drive enrollment for UG and PG online programs.
- Provided personalized student recommendations, ensuring accurate matching of programs with preferences.