



POOJA RATURI

Specialization: Marketing

CONTACT

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DOB: 26th June 1997

EXPERIENCE

Business Development Executive Sequelstring Solutions and Consultancy Pvt Ltd.

Apr '19- Apr '20

Tasks/Accomplishments

Hands on experience in maintaining the existing client base, data gathering and business closures.

Business Development Executive Think Tank PR.

Apr '18 – Feb '19

Tasks/Accomplishments

Developing efficient and sustainable sales channel and marketing strategy in the Advertising/Media verticals.

KEY PROJECTS UNDERTAKEN

Study of Marketing mix strategies of Mars Wrigley

Jan'21-Feb'21

Digital Marketing in Teksolto Softwares

Apr '20- Aug '20

POSITION OF RESPONSIBILITY

- Active member of RYTHM Club (Raising Youth to Help Mankind)
- Entrepreneurship Director at Rotaract Club of Thane

EDUCATION

PGDM IES's Management College and Research Centre, Mumbai	2022	3.76/4
B. Com K.J Somaiya College of Arts and Commerce, Mumbai	2018	8.02 CGPA
HSC K.J Somaiya College of Arts and Commerce, Mumbai	2015	73.85%
SSC Little Flower High School, Thane	2013	79.27%

ADDITIONAL QUALIFICATION

- Advanced Excel Course - 2018
- German Language course from Goethe Institute Max Muller - Pursuing
- Digital Marketing certificate course from Google - 2020

INTERNSHIP

Law & Kenneth | Saatchi & Saatchi (Summer Intern)

May'21 – Jun'21

Project Title: A study on marketing & communication strategies for FEM Bleach, Nutrilite by Amway India & Tuborg

Task/Accomplishments

Conceptualization and ideation of various campaigns for brands like Amway Nutrilite, Tuborg, Fem Bleach etc. and gain relevant knowledge across industries

ACADEMIC ACHIEVEMENTS

- A study on consumer biases – Presented at 11th International Business Research Conference on 20th February, 2021

CO-CURRICULAR AND EXTRA-CURRICULAR ACHIEVEMENTS

- Won the title of Miss RYLA (Rotary Youth Leadership Awards) - 2018
- Cultural committee best volunteer award - 2015