

Ananya Jain

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EDUCATION and QUALIFICATION

Degree/Course	Institutions	Year of Passing	Percentage/Grades
PhD (Management) (Marketing) Topic: Impact of Social Media on Customer Engagement for Personalized Gift Market.	IIS (deemed to be University), Jaipur	Pursuing	7.28 SGPA
MBA (Marketing & Finance)	International School of Informatics and Management (IIIM Campus), Jaipur	2021	9.03 CGPA
B.Com (Hons.) (Accounting and Taxation)	The IIS (deemed to be University), Jaipur (Formerly known as ICG)	2019	63%
Higher Secondary Certificate	Sir Padampat Singhania School, Kota	2016	62%
Secondary School Certificate	Sir Padampat Singhania School, Kota	2014	7 CGPA

WORKSHOPS

- Participated in 6 Days online workshop on Data Analysis using MS Excel organized by Meerashpa Learning Solutions.
- Participated in a 5-Day Faculty Development Program on Advanced Research Methods & Data Analysis organized by School of Commerce and Management Studies, Dayananda Sagar University, Bengaluru.
- Participated in One day E-Workshop on AI tools for Research organized by Centre for Research, Innovation and Training (CRIT) IIS (deemed to be University), Jaipur. Certificate in 'The Complete Digital Marketing Course' by Udemy.

EXPERIENCE

Freedom House Jaipur - Production Manager & Assistant Director, Theatre [45 Days]

- Samvartika 8.0 - Annual Theatre Production for the students of Government Schools adopted by the K K Birla Memorial Society, under the CSR initiative of Chambal Fertilisers & Chemicals Ltd., Gadepan, Kota.
- I got the opportunity to be the part of the team as Assistant Director, I was able to teach students different things in Theatre which helped them during their performance. I gave my creative inputs on how a particular scene can look in terms of usage of props, where an actor can stand, how they can deliver their dialogues.
- As a Production Manager, I was incharge of the props and costumes. In which scene what type of props will be used, how many different props we need and in how much quantity we need, in what time the prop should get ready so that we can rehearse with them and also which character will be wearing which type of costume.

Indibni Pvt. Ltd., Jaipur – Social Media Marketing Intern [5 months 15 days]

- My Internship profile in this company was Social Media Marketing where I had to promote their brands (Indibni, Indigifts, Indifamilycomics, Indiguruji, and SeedRakhi) using all social media communications and also had to increase the reach to attract more customers and audiences.
- Majorly my work was to promote one of our brands Indigifts which is a gifting brand on all social media platforms like Instagram, Facebook, YouTube, LinkedIn, WhatsApp, and Google My Business. I also used to work on the social media platforms of other brands of Indibni like Indifamilycomics, Indiguruji, SeedRakhi, and Indibni itself.
- Started with Instagram and Facebook pages of all the verticals by posting photos, videos, and written content too. I have also worked on a Facebook group of Indigifts called IndiFamily where I have posted Product pictures, Content videos related to our products and also organized a Contest over there to increase the traffic over the IndiFamily Facebook Page. I have then posted videos of Indigifts and Indibni on YouTube for promotion purposes.
- Reactivated the LinkedIn Account of Indigifts and started posting about products and content videos created for Indigifts.
- Increased more engagement in other verticals (Indibni, Indifamilycomics, Indiguruji, and SeedRakhi) too by posting photos, videos, and stories.
- Basically, my work throughout the internship was to promote our brands using different modes of communication over the internet and to increase the number of customers and audiences and for that I have helped in ideating, creating, and executing the ideas.

Bajaj Consumer Care – Mini Project in Sales Department [11 Days]

- Interaction with more than 100 people during Big Day Sale.
- Observing consumer behavior towards Bajaj and its competitors.
- Conversions of new customers in Big Day Sale for Bajaj Almond Oil by explaining to them about combo offer and benefit of product.
- Built long-term relationships with lucrative clients by utilizing active listening, effective communication and dynamic interpersonal skills.

INTERESTS

- Theatre
- Singing
- Dancing
- Writing

Place: Kota

(Ananya Jain)

