

ROLL NUMBER: P25701092



Savitri Singh
Female

DOB

26-Sep-1997

TECHNICAL SKILLS

- AutoCAD
- MS Office
- MS Project
- Primavera
- Canva
- WORDPRESS
- SPSS

PERMANENT ADDRESS

E-102, D/D Nagar
City: Gwalior
State: Madhya Pradesh
Pincode: 474020

LANGUAGE

- ENGLISH

SUMMARY OF QUALIFICATION

Course / Programme	Board / University Name	CGPA/ (%)	Passing Year
MBA-APM	NICMAR University, Pune	7.45	2027
Graduation	MAHAVIR SWAMI INSTITUTE OF TECHNOLOGY/ SONIPAT/HARYANA	84.2	2018-Aug
Intermediate	CENTRAL BOARD OF SECONDARY EDUCATION	72.8	2015-Apr
High School	CENTRAL BOARD OF SECONDARY EDUCATION	66.5	2013-Apr

WORK EXPERIENCE (3 Years 6 Months)

Driffle

15-Apr-2021 - 30-Nov-2023

2 Years, 7 Months, 15 Days

PROFILE: Marketing-Executive

- 1.Develop and implement marketing strategies and campaigns across channels (digital, social, email, events, etc.)
- 2.Conduct market research, identify target audiences, monitor trends and competitor activities
- 3.Create and proofread marketing content (e.g., copy for web, social, press releases)
- 4.Coordinate with internal teams (design, product, sales) and external stakeholders (agencies, vendors)
- 5.Monitor campaign performance, analyze metrics, and prepare reports for stakeholders
- 6.Manage budgets and ensure ROI-driven marketing spend

91 Squarefeet

01-Dec-2023 - 30-Oct-2024

0 Years, 10 Months, 29 Days

PROFILE: Marketing Executive

1. Conduct competitor analysis, market surveys, and customer profiling.
2. Identify new market opportunities and target audiences.
3. Design and implement marketing campaigns (online & offline).
4. Manage content for websites, social media, and promotional materials.
5. Collaborate with creative teams for ad design, brochures, and brand assets.
6. Run SEO, SEM, social media, and email marketing campaigns.
7. Track website traffic, engagement, and conversions using analytics tools.

CERTIFICATION DETAIL

- Digital Marketing