

ROLL NUMBER: P25703026**Ms. Asmita Tripathi**

Female

DOB

02-Jul-2000

TECHNICAL SKILLS

- MS Office
- POWER BI
- MS EXCEL
- POWERPOINT
- WORD
- GOOGLE WORKSPACE
- CANVA
- CLAUDE
- MICROSOFT PROJECT

PERMANENT ADDRESS

Jawahar Navodaya Vidyalaya
Dabhasemar Ayodhya
City: Ayodhya
State: Uttar Pradesh
Pincode: 224133

LANGUAGE

- HINDI
- ENGLISH

SUMMARY OF QUALIFICATION

Course / Programme	Board / University Name	CGPA/ (%)	Passing Year
MBA-NBS	NICMAR University, Pune	8.09	2027
B.Sc. <i>Other</i>	LUCKNOW UNIVERSITY	54.06	2021-Aug
Intermediate <i>Science (PCB)</i>	CBSE AYODHYA	67.6	2018-Jun
High School	CBSE MAHARAJGANJ	81.7	2016-Jun

TOTAL WORK EXPERIENCE: 22 month(s)**Vitaly India pvt Ltd**

01-Jun-2023 - 30-Mar-2024

0 Years, 9 Months, 29 Days**PROFILE:** Executive Marketing Manager

- Directed full-cycle marketing campaigns that enhanced overall **brand visibility by 40%** and improved **lead conversion rates by 25%** across digital platforms.
- Spearheaded close collaboration with cross-functional sales teams to optimize workflows, generating **30% more qualified leads** and accelerating revenue growth.
Negotiated high-value vendor contracts and optimized marketing budgets, reducing overall **operational costs by 15%** without compromising quality.
- Designed, analyzed, and presented detailed marketing performance dashboards to senior leadership, improving data-driven decision-making and campaign planning.
Implemented innovative **customer satisfaction** initiatives that achieved an **18% increase** in client retention and elevated brand perception.
- Executed strategic, multi-platform promotional campaigns that **delivered 20% growth** in new client acquisition and strengthened overall market presence

Nakshatra infrastructure

01-Jun-2024 - 31-May-2025

0 Years, 11 Months, 30 Days**PROFILE:** Human Resource Manager

- Led end-to-end recruitment and onboarding of **50+ employees within 10 months**, streamlining processes to **reduce hiring time by 22%** and significantly improve retention rates.
- Designed, implemented, and evaluated employee training programs, boosting overall **workforce productivity by 25%** and enhancing skill development.
- Introduced structured performance evaluation systems that strengthened employee morale, transparency, and accountability across all departments.
- **Achieved a 90% conflict resolution rate**, fostering a positive workplace culture, effective communication, and improved employee engagement.
- **Conducted regular HR audits ensuring 100%** compliance with company policies, legal standards, and labor regulations.
- Partnered with senior management to align recruitment strategies with long-term business objectives and future organizational expansion.

INTERNSHIP / PROFESSIONAL TRAINING (Total Duration: 19 Weeks)**Prism Johnson limited**

01-Jan-2022 - 31-Mar-2022

12 Weeks**PROFILE:** HR intern

- **Assisted** HR team in recruitment, onboarding, and employee record management.
- **Coordinated** engagement and training programs, resulting in **higher employee participation rates**.

- **Streamlined** data entry and documentation processes, cutting reporting **time by 10%**

Majestic Realities

04-May-2026 - 27-Jun-2026

7 Weeks**PROFILE:** Digital Marketing Intern

- Spearheaded the design and execution of digital marketing initiatives for Majestic Realities, supporting 2+ property developments across NA plots and farmhouse segments
- Conducted a comprehensive audit of existing digital marketing channels, identifying a significant gap in video and Reels content, and recommended strategic improvements accordingly
- Developed and managed content strategy across Instagram and LinkedIn platforms to enhance brand visibility and audience engagement
- Prepared a Corporate Team Directory presentation, consolidating profiles of 10+ team members to support internal communication and organizational transparency
- Formulated a detailed project portfolio presentation highlighting key ongoing and completed developments for stakeholder and client review
- Designed a promotional pamphlet for the Royal Meadows project to support lead generation and marketing outreach efforts
- Contributed to the development of ad campaign briefs for the Mount Castle project, ensuring alignment between marketing objectives and sales targets
- Assisted in maintaining consistent brand positioning and messaging across all digital marketing collateral

CERTIFICATION DETAIL

- Zero cost hiring
- Preparing to manage human resource
- Introduction to Blockchain technology
- Introduction to excel
- Search Engine Optimization (SEO) with Squarespace
- Operation Management
- Negotiation, Mediation, and Conflict Resolution
- Business Analytics with Excel
- International Business
- Getting started with Microsoft office 365
- Introduction to Marketing
- Negotiation fundamental

ACHIEVEMENT DETAIL

- Member of M.A.D. (Movies, Arts & Dramatics) Club, NICMAR University, Pune (2025–2027).
- Served as Head Mentor for college events, coordinating and managing a team of approximately 200 students.
- Successfully completed NPTEL certification in German Language.
- Successfully completed NPTEL certification in Indian Knowledge System (IKS).
- Secured 2nd Prize in “Jack of All Trades” at UDBHAV, NICMAR University, Pune.
- Secured 1st Prize in “Naaptol” at UDBHAV, NICMAR University, Pune.
- Secured 2nd Prize in “Brand Reboot” competition UDBHAV.
- Served as Cultural Head during undergraduate studies, leading and coordinating cultural activities and events.