

SHIVANI YADAV

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EDUCATION

IILM UNIVERSITY	JULY 2019
• Currently pursuing MBA	
GLA UNIVERSITY MATHURA	AUG 2019
• B.Sc.(H) in Biotechnology with CGPA 7.24	
KENDRIYA VIDHYALAYA O.E.F. HAZRATPUR	MAY 2016
• 71% marks obtained 12 th CBSE board	
• 8.4 CGPA in 10 th CBSE board	

INTERNSHIP

- Evaluation of phytochemical and antimicrobial Property of *Coriandrum sativum* leaf. **JAN-MAR 2019**
- Completed One week digital Marketing internship at Springfield Olympiad. **MAY 2020**
- Completed digital Sales intern at Square sequel. **APR-JUN 2020**
Working on sales leads of DT and ADLD through calls & Emails, Increase the reach of the webinar through various social media platforms and get registration for Webinar, Market research on work from home employees, Generated own leads.
- Digital marketing intern at Peacock solar. **JUN-AUG 2020**
Responsible for the marketing analysis and Responsible with attracting the costumer daily basis, SEO and SME, Managing the platforms of social media pages, working on keywords for the solar industry, Analysis in market research.
- Social media marketing intern at Herb chick. **AUG-SEP 2020**

ACADEMIC PROJECTS

- Prepared a Business plan under Innovation, Sustainable and Entrepreneurship on “Traq it”.
- Prepared a Marketing plan on McDonald’s.
- Written a report on Indian defense expenditure versus total expenses and allocation for social security and welfare.
- Product story of Xiomi.
- Project on distribution channels of H.R enterprises furniture renting company.

CERTIFICATION

- Won Player of the tournament award in **district open** basketball Championship Agra.
- Won Gold medal in **State open** Basketball Tournament.
- Won Best player award for basketball in **national sports** fest at Invertis University Bareilly.
- Won 1st prize in General knowledge quiz competition at GLA University
- Secured 1st rank with 5 points in Chess tournament held at GLA University.
- Won gold medal in 200m and 4*4 relay held at GLA University.

WORKSHOP

- Attended **15th FICCI** Higher Education Summit. **NOV-2019.**
- Attended **E-Conclave** on how to start a startup. **OCT-2019**
- Attended **TEDxGLAU.** **OCT-2018.**

MOOC COURSES

- Completed MOOC Course, Fundamental of digital marketing from Google digital Garage.
 - Completed MOOC Course, Excel from beginner to advance from Udemey.
 - Completed MOOC Course, C programming form solo learns.
 - Completed Google analytics course from Google analytics academy.
 - Completed Google AdWords course from Google digital garage.
 - Pursuing Marketing analytics course from Coursera.
 - Completed Trading and Investment in stock Market from Udemey.
 - Pursuing Python from Udemey.
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LEADERSHIP EXPERIENCE

- Successfully coordinate 4th national interschool competition held at GLA University.
- Successfully coordinate 6th national sports fest held at GLA University.
- Deputy coordinator in 50th KVS national sports meet.
- Captain of GLA University Basketball team.

SKILLS AND INTERESTS

- Actively participated in the basketball tournament for 9 consecutive years.
- Exploring.
- Riding bikes.