

# KHUSHI AGRAWAL

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## EDUCATION

### Bachelor of Management Studies:

International Business

### Jain Deemed to Be University

Bengaluru, KA

- 8.3/10

## PROJECTS

### Study on Ola Electric Vehicle

Jain,Bangalore

- It highlight the advantages and disadvantages of using electric vehicles for society and the environment.
- Compared lifecycle emission of ICE and EV Scooters

### Risk Analysis and Management in IT Projects

Jain,Bangalore

- Introduced categories of Risks, its objectives and stages of Risk Management in IT.
- Explained the importance of Risk Management System

## SKILLS

- Tally/CRM
- MS Office Programs
- SEO/SEM
- Research and Strategy
- Beginner Data Analytics

## CERTIFICATIONS

- Brand Leadership  
**Coursera**
- marketing Analytics Foundation  
**Coursera**
- Google Data Analytics,  
**Google**
- Google Digital Marketing and E-Commerce,  
**Google**

## CO-CURRICULAR

- 1st position in Chhattisgarh Taekwondo Championship 2023.
- Initial Level Violin Certificate from Trinity College, London
- Awarded Certification of Commendation in BVCMUN'19.
- Volunteered for the Nitya Annadana program by the ISKCON,Bangalore.
- Led Political Committee as a Rapporteur In Bhavans's MUN

## EXPERIENCE

### MARKETING HEAD

WEBCRET | BARGARH | 12/2022 - 03/2023

- Oversaw administrative team enabling front-line sales professionals to achieve quotas for Tanishq and Sanskar International School.
- increased 2%** monthly sales of Tanishq through end-to-end market strategy .
- Lifted **4% increase** in monthly student inquiries through Social media campaigns, newsletters and events.
- Generated **10+ Insights** using analytical tools software such as SPSS and Excel to analyse researched data
- Coordinated with a **team of 10** and conducted surveys in the **20 nearby villages** to generate insights and drafted a report.
- Reviewed annual marketing budgets, managing budget delegation based on growth required, trends and money-making opportunities.
- Implemented seasonal and special discounts, driving customer engagement through promotions.

### MARKET RESEARCH ANALYST

HELLO KIDS | BANGALORE | 02/2021 - 05/2021

- Created six months **SWOT analysis** to evaluate and determine the next steps in building a more profitable business.
- Coordinated with 33 preschools** and their principals on starting new franchisees.
- Closely worked with the directors on forming new strategies and policies to develop recent franchisee decisions.
- Compared **10+ competitor's** products and using data analytics gathered insights and provided recommendations
- Presented **one-year reports** to Directors, explaining business trends, opportunities and risks.

### OPERATIONS ASSISTANT

ALGO UNIVERSITY | BANGALORE | 05/2021 - 07/2021

- Prepared agendas for monthly staff meetings and worked with administrative assistant to coordinate scheduling.
- Developed quantitative and qualitative metrics to evaluate company productivity.
- Managed database and spreadsheet updates, entering client and operational data to support traceability.

### MARKETING ASSISTANT

KAALIA PRODUCTIONS| BANGALORE | 09/2019 - 12/2019

- Used Google Analytics to track performance and optimize campaigns strategically.
- Managed portfolio of **over 40 clients** and built new partnerships to drive customer acquisition and generate revenue.
- Improved website **traffic by 5%** and **engagement rate by 9%** within the first month by conducting demand-generation campaigns, including email marketing and digital advertising.

### COMMITTEE MEMBER

SCAPS| BANGALORE | 07/2019 - 06/2022

- Served as a member of the University's placement forum
- Directed candidates throughout their interviews process.
- Coordinated 15+ placement drives conducted by the university.