ANJALI RANI





Point of Contact- Markaize	en Certified Brand Manager by	y Phoenix Markaccademy Executive Member – A	Arts and Culture Society
EDUCATION			
Year	Degree	Institute / School	Percentage
2024	MBA	Indian Institute of Management Sirmaur	60.66
2020 2017	B. Com (Hons.) CISCE XII Board	Satyawati College, University of Delhi St Xavier's School, Bokaro	60.98 74.00
2017	CISCE XII Board CISCE X Board	St. Xavier's School, Bokaro	77.67
SUMMER INTERNSHI		St. Aavier's School, Bokaro	//.0/
Kisna Diamond Jewellery	r	Sales & Marketing	Apr '23 – Jun'23
Risha Diamond Jewenery			1 0
Sales &	 Planned and executed sales promotions and marketing campaigns for an authorized distributor of Kisna Diamond Jewellery in Bokaro Steel City (Jharkhand), driving increased brand awareness and sales growth 		
Marketing-	Provided in-depth product knowledge and personalized customer assistance, enhancing customer loyalty Provided in-depth product knowledge and personalized customer assistance, enhancing customer loyalty		
Kisna	and satisfaction and, developed strong relationships with key accounts, securing repeat business and referrals		
Diamond	 Crafted and executed a data-driven social media strategy for the distributor's Facebook presence, 		
Jewellery		ement and growth while captivating tailored conte	
INTERNSHIPS	rocusing on audience engage	chieft and growth wime captivating tanored conte	the to target demographics
The Handiman Craft		Digital Marketing Intern	Nov'22
	Conducted comprehensive	research on existing product SKUs for e-commerce	
Research and data		or analysis and market trends and ensured accurat	
entry of SKUs		s and inventory for optimal online visibility and in	
CORPORATE PROJECTS		o und intentory for optimize office violently und in	sereuseu sures periormunee
Social Parindee	S	ocial Media Marketing Intern	Jul '22-Aug '2
			, ,
Social Media	Led the planning and execution of multifaceted social media campaigns across Facebook and Instagram, fueling brand awareness and engagement for the promotion of the food chain restaurant (Mom's Kitchen) to enhance its visibility and reach		
Marketing		isual content for the new Rohtak franchise which	-
		d engaging graphics meticulously keeping social r	
ACADEMIC PROJECTS			The state of the s
Indian Institute of Manage	ement Sirmaur		2022-'23
		literature review on sustainability challenges in the f	Cashion industry by analysing
Sustainable Marketing		rom reputable sources, also, the research data analysis	
Strategies in the	environmental and social iss	sues facing the fashion industry, including pollution, v	waste, and labor conditions
Fashion Industry			
, , , , , , , , , , , , , , , , , , ,	Explored and utilized statistical data analysis on emerging trends such as fast fashion, textile waste, supply chain transparency, and ethical sourcing to gain a holistic understanding of the sustainability landscape in the fashion sector		
	Spearheaded comprehensive research to analyze TITAN's customer value proposition, uncovering key drivers		
Marketing	Spearheaded comprehensive	research to analyze TITAN's customer value propos	sition, uncovering key drivers
Marketing Management-Titan -	Spearheaded comprehensive of satisfaction and loyalty ac-	research to analyze TITAN's customer value propos ross diverse customer segments and developed action	sition, uncovering key drivers able strategies for segment
Marketing Management-Titan - Identifying STP	Spearheaded comprehensive of satisfaction and loyalty ac enhancement, such as persona	research to analyze TITAN's customer value proposeross diverse customer segments and developed actionalized marketing initiatives and product diversification	sition, uncovering key drivers able strategies for segment n, to optimize market reach
Management-Titan -	 Spearheaded comprehensive of satisfaction and loyalty ac enhancement, such as persona Formulated strategic recommend 	research to analyze TITAN's customer value proposeross diverse customer segments and developed actionalized marketing initiatives and product diversification dations for brand differentiation, market penetration, and	sition, uncovering key drivers able strategies for segment n, to optimize market reach d revenue growth, integrating
Management-Titan -	 Spearheaded comprehensive of satisfaction and loyalty accenhancement, such as persona Formulated strategic recommendata-driven insights and consultations 	research to analyze TITAN's customer value proposeross diverse customer segments and developed actionalized marketing initiatives and product diversification	sition, uncovering key drivers able strategies for segment n, to optimize market reach d revenue growth, integrating h a well-structured presentation
Management-Titan -	 Spearheaded comprehensive of satisfaction and loyalty accenhancement, such as persona Formulated strategic recommend data-driven insights and consumend and a comprehensive report, provided to the satisfaction of the satisfaction. 	research to analyze TITAN's customer value proposeross diverse customer segments and developed actionalized marketing initiatives and product diversificational dations for brand differentiation, market penetration, and the trends also, effectively communicated findings through viding actionable guidance for TITAN to explore sustainal	sition, uncovering key drivers able strategies for segment n, to optimize market reach d revenue growth, integrating h a well-structured presentation ble competitive advantages
Management-Titan -	Spearheaded comprehensive of satisfaction and loyalty acenhancement, such as persona Formulated strategic recommend data-driven insights and consument and a comprehensive report, provided the comprehensive report, provided the comprehensive report, provided the comprehensive report, and a comprehensive report, provided the comprehensive report, and comprehensive report and comprehensive report and comprehensive report.	research to analyze TITAN's customer value propositions diverse customer segments and developed action alized marketing initiatives and product diversification dations for brand differentiation, market penetration, and the trends also, effectively communicated findings through viding actionable guidance for TITAN to explore sustainal arket entry strategy for Brain& Co.'s potential foraginared secondary data sources and identified and assessing the secondary data sources are secondary data.	sition, uncovering key drivers able strategies for segment in, to optimize market reach d revenue growth, integrating h a well-structured presentation ble competitive advantages into the baby products sed crucial market
Management-Titan - Identifying STP	Spearheaded comprehensive of satisfaction and loyalty acenhancement, such as persona Formulated strategic recommend data-driven insights and consument and a comprehensive report, provided the comprehensive report, provided the comprehensive report, provided the comprehensive report, and a comprehensive report, provided the comprehensive report, and comprehensive report and comprehensive report and comprehensive report.	research to analyze TITAN's customer value proposeross diverse customer segments and developed actionalized marketing initiatives and product diversificational dations for brand differentiation, market penetration, and the trends also, effectively communicated findings through viding actionable guidance for TITAN to explore sustainal	sition, uncovering key drivers able strategies for segment in, to optimize market reach d revenue growth, integrating h a well-structured presentation ble competitive advantages into the baby products seed crucial market
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Management-Titan - Identifying STP Marketing Management-Research PROFESSIONAL SKILLS Content Marketing PROFESSIONAL CERT Digital Marketing by Go Certified as a Brand Ma Marketing Analytics Co Financial Analyst compt POSITIONS OF RESPO Markaizen	Spearheaded comprehensive of satisfaction and loyalty action enhancement, such as persona. Formulated strategic recomment data-driven insights and consument and a comprehensive report, provided in the segment, analyzed and compart factors impacting success, incompart of the segment of the s	research to analyze TITAN's customer value proposeross diverse customer segments and developed action alized marketing initiatives and product diversification dations for brand differentiation, market penetration, and the trends also, effectively communicated findings through viding actionable guidance for TITAN to explore sustainal arket entry strategy for Brain& Co.'s potential foray ared secondary data sources and identified and assessed ludding market size, demographics, population distributed assessed to the secondary data sources and identified and digital arket entry strategy for Brain& Co.'s potential foray ared secondary data sources and identified and assessed ludding market size, demographics, population distributed assessed to the secondary data sources and identified and digital arket entry strategies in SEO, social media and digital army Marketing and Sales Leadership Experience Putting proficiency in data-driven marketing strategies raining expertise in financial modelling and analysis, calkaizen, managing and coordinating a marketing enthusia arwice range of events and competitions, overseeing	sition, uncovering key drivers able strategies for segment in, to optimize market reach devenue growth, integrating he a well-structured presentation ble competitive advantages into the baby products seed crucial market incon, consumer income etc. Market Research Marketing Jul'2 Program Sep'2: Dec'2 equity valuation Jul'2 set team of ten people both intra-college at participation and inter-
Management-Titan - Identifying STP Marketing Management-Research PROFESSIONAL SKILLS Content Marketing PROFESSIONAL CERT Digital Marketing by Go Certified as a Brand Ma Marketing Analytics Co Financial Analyst compt POSITIONS OF RESPO Markaizen	Spearheaded comprehensive of satisfaction and loyalty action enhancement, such as persona. Formulated strategic recomment data-driven insights and consument and a comprehensive report, provided in the segment, analyzed and compart factors impacting success, incompart of the segment of the s	research to analyze TITAN's customer value proposeross diverse customer segments and developed action alized marketing initiatives and product diversification dations for brand differentiation, market penetration, and the trends also, effectively communicated findings through viding actionable guidance for TITAN to explore sustainal arket entry strategy for Brain& Co.'s potential foray ared secondary data sources and identified and assessed ludding market size, demographics, population distributed assessed to the secondary data sources and identified and digital arket entry strategy for Brain& Co.'s potential foray ared secondary data sources and identified and assessed ludding market size, demographics, population distributed assessed to the secondary data sources and identified and digital army Marketing and Sales Leadership Experience Putting proficiency in data-driven marketing strategies canning expertise in financial modelling and analysis, examing expertise in financial modelling and analysis, examing a marketing enthusian as wide range of events and competitions, overseeing linating various internal events with substantial studentifications.	sition, uncovering key drivers able strategies for segment in, to optimize market reach devenue growth, integrating he a well-structured presentation ble competitive advantages into the baby products seed crucial market incon, consumer income etc. Market Research Marketing Jul'2 Program Sep'2: Gequity valuation Jul'2 Lest team of ten people both intra-college at participation and interus institutions nationwide
Management-Titan - Identifying STP Marketing Management-Research PROFESSIONAL SKILLS Content Marketing PROFESSIONAL CERT Digital Marketing by Go Certified as a Brand Ma Marketing Analytics Co Financial Analyst compt POSITIONS OF RESPO Markaizen Ilm Sirmaur (2022-23)	Spearheaded comprehensive of satisfaction and loyalty action enhancement, such as persona. Formulated strategic recomment data-driven insights and consument and a comprehensive report, provided in the segment, analyzed and compart factors impacting success, incompacting success, incom	research to analyze TITAN's customer value proposeross diverse customer segments and developed action alized marketing initiatives and product diversification diations for brand differentiation, market penetration, and the trends also, effectively communicated findings through viding actionable guidance for TITAN to explore sustainal arket entry strategy for Brain& Co.'s potential foray ared secondary data sources and identified and assess aluding market size, demographics, population distributed assess and secondary data sources and identified and digitating market size, demographics, population distributed assess and secondary data sources and identified and digitating market size, demographics, population distributed assess and secondary data and secondary dat	sition, uncovering key drivers able strategies for segment in, to optimize market reach devenue growth, integrating he a well-structured presentation ble competitive advantages into the baby products seed crucial market icon, consumer income etc. Market Research Marketing Jul'2 Program Sep'2: Dec'2 equity valuation Jul'2 set team of ten people both intra-college at participation and interus institutions nationwide mpactful promotional within the community
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Management-Titan - Identifying STP Marketing Management-Research PROFESSIONAL SKILLS Content Marketing PROFESSIONAL CERT Digital Marketing by Go Certified as a Brand Ma Marketing Analytics Co Financial Analyst compt POSITIONS OF RESPO Markaizen IIM Sirmaur (2022-23)	Spearheaded comprehensive of satisfaction and loyalty acenhancement, such as persona Formulated strategic recommend data-driven insights and consumand a comprehensive report, provided in the segment, analyzed and compart factors impacting success, incompart in the segment of	research to analyze TITAN's customer value proposeross diverse customer segments and developed action alized marketing initiatives and product diversification diations for brand differentiation, market penetration, and the trends also, effectively communicated findings through viding actionable guidance for TITAN to explore sustainal arket entry strategy for Brain& Co.'s potential foray arred secondary data sources and identified and assess ludding market size, demographics, population distributed assessively. SEM Content Writing se, gaining expertise in SEO, social media and digitation marketing and Sales Leadership Experience Proposition of the p	sition, uncovering key drivers able strategies for segment in, to optimize market reach devenue growth, integrating he a well-structured presentation ble competitive advantages into the baby products seed crucial market icon, consumer income etc. Market Research Market Research Dec'2 equity valuation Jul'2 set team of ten people both intra-college at participation and intersus institutions nationwide mpactful promotional within the community ality for the first instalment tute of Management Sirmaur of the society for one year,
Management-Titan - Identifying STP Marketing Management-Research PROFESSIONAL SKILLS Content Marketing PROFESSIONAL CERT Digital Marketing by Go Certified as a Brand Ma Marketing Analytics Co Financial Analyst compt POSITIONS OF RESPO Markaizen IIM Sirmaur (2022-23) Pinnacle 1.0 IIM Sirmaur (2023) A & C Society	Spearheaded comprehensive of satisfaction and loyalty acenhancement, such as persona Formulated strategic recommend data-driven insights and consumand a comprehensive report, provided in the segment, analyzed and compagnetors impacting success, incompager from Phoenix Markacade urse by META on Coursera, acquirehensive course from Coursera greensive green	research to analyze TITAN's customer value proposeross diverse customer segments and developed action alized marketing initiatives and product diversification diations for brand differentiation, market penetration, and the trends also, effectively communicated findings through viding actionable guidance for TITAN to explore sustainal arket entry strategy for Brain& Co.'s potential foray arred secondary data sources and identified and assess ludding market size, demographics, population distributed assessment of the secondary data sources and identified and assessment of the secondary data sources and identified and assessment of the secondary data sources and identified and assessment of the secondary data sources and identified and digitation. SEM Content Writing SEM Content Writing SEM SEO, social media and digitation of the secondary data and digitation of the secondary data and secondary marketing strategies raining expertise in financial modelling and analysis, of the secondary data and competitions, overseeing dinating various internal events with substantial student eading Markaizen to draw participants from numerous in pelling content for social media platforms, steering in aizen's outreach and encourage active involvement of experts and managed Curation, Marketing and Hospita clave Event "Pinnacle 1.0" hosted by the Indian Institutes study organized a series of events and fests as a part of the series of events and fests as a part of the series of events and fests as a part of the series of events and fests as a part of the series of events and fests as a part of the series of events and fests as a part of the series of events and fests as a part of the series of events and fests as a part of the series of events and fests as a part of the series of events and fests as a part of the series of events and fests as a part of the series of events and fests as a part of the series of events and fests as a part of the series of events and fests as a part of the series of events and fests as a part of the	sition, uncovering key drivers able strategies for segment in, to optimize market reach devenue growth, integrating he a well-structured presentation ble competitive advantages into the baby products seed crucial market icon, consumer income etc. Market Research Market Research Dec'2 equity valuation Jul'2 set team of ten people both intra-college at participation and intersus institutions nationwide mpactful promotional within the community ality for the first instalment tute of Management Sirmaur of the society for one year,
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Management-Titan - Identifying STP Marketing Management-Research PROFESSIONAL SKILLS Content Marketing PROFESSIONAL CERT Digital Marketing by Go Certified as a Brand Ma Marketing Analytics Co Financial Analyst compt POSITIONS OF RESPO Markaizen IIM Sirmaur (2022-23) Pinnacle 1.0 IIM Sirmaur (2023) A & C Society (2018-19) EXTRACURRICULAR AC Volunteered at Indian Pha	Spearheaded comprehensive of satisfaction and loyalty ac enhancement, such as persona Formulated strategic recommend data-driven insights and consumand a comprehensive report, provided in the segment, analyzed and compa factors impacting success, incompact in the segment of t	research to analyze TITAN's customer value proposeross diverse customer segments and developed action alized marketing initiatives and product diversification dations for brand differentiation, market penetration, and the trends also, effectively communicated findings through viding actionable guidance for TITAN to explore sustainal arket entry strategy for Brain& Co.'s potential foray arred secondary data sources and identified and assess luding market size, demographics, population distributed assess luding and sales Leadership Experience Putting proficiency in data-driven marketing strategies retaining expertise in financial modelling and analysis, examining ex	sition, uncovering key drivers able strategies for segment in, to optimize market reach devenue growth, integrating he a well-structured presentation ble competitive advantages into the baby products seed crucial market ition, consumer income etc. Market Research Market Research Marketing Jul'2 Program Sep'2 Dec'2 equity valuation Jul'2 set team of ten people both intra-college at participation and interus institutions nationwide mpactful promotional within the community ality for the first instalment unte of Management Sirmaur of the society for one year, es from Delhi University
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