

# Pearl Bansal

[www.linkedin.com/in/pearl-bansal/](http://www.linkedin.com/in/pearl-bansal/)

Dynamic MBA candidate with expertise in Marketing Management & Information Technology. Experienced in digital marketing and eager to leverage skills in B2B/B2C marketing, content creation, and social media management. Seeking opportunities to apply knowledge and drive innovative marketing strategies in roles focused on marketing, social media management, and consulting. Passionate about continuous learning and contributing to impactful marketing initiatives.

## EDUCATION

### Post-Graduation

Shri Ram College of Engineering & Management

J.C. Bose University (2024)

Course: MBA In Marketing Management & Information Technology

### Digital Marketing Course

Hansraj College

University of Delhi

(2022)

### Graduation

Multanimal Modi College

CCSU, Meerut (2021)

Course: BBA

**Project Report:-**

Created a project report on Sales Promotion Of Chemical Free Mangoes

### Senior Secondary

DAV Public School Sreshtha Vihar

CBSE, Delhi (2018)

Course: Humanities

## EXPERIENCE

### Onetick Technologies Pvt. Ltd., Faridabad — Digital Marketing

June 2023 - October 2023

- Worked on establishing the digital presence of OneTick CDC and few other projects of Onetick Technologies Pvt. Ltd.
- Helped team in designing and promoting creatives for business promotion.
- Handled social media pages (LinkedIn, Facebook, Instagram, Twitter, Quora, Pinterest, Youtube) and scheduling creative to reach the target audience.
- Worked with the clients of Onetick Technologies on SMO and SEO.

### Sunidhi International (India), New Delhi — Sales and Marketing

May 2021- January 2022

- Worked in SII for both Online & Offline sales and business promotion.
- Managing and executing the customer's orders.
- Handling E-commerce platforms.
- Handling wholesale orders and fulfilling the requirements of business clients of SII.
- Sales and marketing of handicrafts items on online & offline.

### Ayata Intelligence Pvt. Ltd., Indirapuram — Business Analyst

December 2019 - April 2021

- Worked on establishing the digital presence of Eekam Farms, a farm-to-fork organic vegetable brand of AIPL.
- Helped team in designing and promoting creatives for business promotion.
- Interacting with farmers to understand the process and capture content for the campaign.
- Market research and Consumer interactions during product launch for review and feedback..
- Secondary research and competitive analysis for Eekam farms.

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## SKILLS

B2B Marketing

B2C Marketing

Online Marketing

Content Marketing

Social Media Skills

Product Knowledge

Email Marketing

SEO

## TOOLS & TECHNICAL SKILLS

Canva

Adwords

Powerpoint Presentation

MS Office Word

WordPress

## AWARDS & CERTIFICATIONS

NPTEL Online Certification (Leadership and Team Effectiveness)

NPTEL Online Certification (Principles of Management)

Digital Marketing Professional Certificate

Content Marketing Certificate

Email Marketing Certificate

SEO Certificate

Participation Certificate in Digital Marketing Workshop

School Enterprise Challenge Award

Certificate of United Organization Olympiad

Certificate of 100% marks in Abacus till 2yrs

## EXTRACURRICULAR ACTIVITIES

Participated in Indo-Japanese Cultural Exchange program

Attended various workshops conducted in school and college

Participated in school enterprise challenge competition

Participated in inter-school chess cultural program at JLN stadium

## HOBBIES

Music, Art & Craft, Traveling