

AKANSHA

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PROFESSIONAL SUMMARY

Disciplined and adaptable professional with a strong foundation in market analysis, business operations, and strategic communication. Proven ability to lead creative initiatives, manage projects, and deliver effective messaging in dynamic environments. Committed to contributing to organizational success through analytical thinking, collaboration, and creative problem-solving.

SKILLS

Technical: Microsoft Excel (Advanced), Data Analysis, Valuation Techniques, Business Analysis, Technical Analysis, Graphic Design, Video Editing.

Functional: Market Analysis, Marketing, Social Media Management, Strategic Communication, Public Relations.

Soft Skills: Leadership, Public Speaking, Analytical Thinking, Teamwork, Time Management, Adaptability, Problem-Solving, Strong Persuasion, Attention to Detail.

PROFESSIONAL EXPERIENCE

Uniqlo

October 2025 – November 2025

Sales Associate

- Resolved customer inquiries and billing issues, ensuring a positive and professional brand experience.
- Supported daily store operations and team coordination to maintain store standards.

Knowravel

June 2025 – August 2025

Marketing Intern

- Managed social media presence and created engaging content to improve brand visibility.
- Supported digital marketing campaigns, resulting in increased audience engagement.

Positive Emotions Lab

March 2025 – April 2025

Content Writer & Anchor

- Authored event scripts and anchored sessions, enhancing public speaking and communication skills.
- Developed a positive, adaptive mindset while multitasking in high-pressure event environments.

ADM Society & ADM Welfare

February 2024 – April 2024

Head of Department

- Led departmental projects, fostering team collaboration and improving operational problem-solving.

Oasis

August 2023 – August 2024

Public Speaking Head & HR

- Organized student-led talent hunts and events, managing outreach and planning sessions.
- Mentored new talent and managed stage events, strengthening leadership and coordination skills.

PROJECTS & VOLUNTEERING

HelpAge India | Community Development Project (June 2024 – August 2024)

Collaborated on social initiatives focused on elderly welfare, developing accountability and community engagement skills.

Oasis | Volunteer (September 2023 – August 2023)

Managed logistics, event registrations, and on-ground crowd control for student-led events.

EDUCATION

Lovely Professional University | B.B.A (Financial Markets) | CGPA: 7.0/10 | 2023 – 2026

DAV Public School | Senior Secondary | 81% | 2022 – 2023

DAV Public School | Higher Secondary | 85% | 2020 – 2021

CERTIFICATIONS

Investment Risk Management, Equity and Derivatives, Technical Analysis, Intelligent Investor, MS Excel