

# DEEKSHA RANJAN

Advertising Sales

## ABOUT

Dynamic and motivated Media Management graduate with a passion for advertising sales. Possessing strong communication, client management, and strategic planning skills. Experienced in managing social media campaigns, creating promotional content, and coordinating events. Eager to leverage creative problem-solving abilities and marketing knowledge to drive impactful advertising solutions and contribute to sales growth in a fast-paced environment.

## WORK EXPERIENCE

### Freelancer | Addy Events | Namokar Events

- Working in their core team
- Helping in managing and coordinating their events
- Client Servicing

### Marketing Intern | Traveego | 5th June - 20th July 2023

- Worked for their new segment oceanmate
- Helped in marketing campaigns and management
- Planned strategies and done meetings

### ETB2B Intern | Economic Times, Times Internet | 31st Jan - 31st April, 2022

- Managed their social media accounts
- Created content and posted them
- Also, worked for their community growth and in their events

### Social Media Marketer | Callcom Community | 15th May - 15th June, 2021

- Managed social media accounts
- Researched content ideas
- Worked as social media influencer on cyber crime awareness

### Event Management Intern | Dridh Sankalp Foundation | 22nd May - 22nd July, 2021

- Worked on the promotion of the organization
- Hosted an event on Artificial Intelligence
- Designed content

### Event Management Intern | Youth Empowerment | Foundation | 22nd May - 22nd July, 2021

- Created event structure
- Communicated with guests
- Made promotional strategies

### Radio Jockey | Radio Amity, Amity University | 17th May - 30th June, 2021

- Written script for shows
- Recorded shows
- Organized web talks
- Contributed in developing social welfare
- Interviewed guests

## CONTACT ME AT

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## STRENGTHS

- Leadership
- Effective Communication
- Creative Problem Solver
- Writing & Editing Content
- Project management
- Microsoft office suite

## SKILLS

- Client Communication
- Market Research
- Digital Marketing Knowledge
- Time management
- Motivated and Determined
- Collaborative

## LANGUAGE

- English
- Hindi

## SOCIAL WORKS

- Khidmat Foundation
- Rotract Club

## INTERESTS & HOBBIES

- Photography
- Travelling
- Singing
- Cooking

## EDUCATION

### **Amity University Noida**

MBA in Media Management | 2022 - 2024

### **Amity University Noida**

Bachelor's in Journalism and Mass Communication | 2019 - 2022

### **Radiant International School Patna**

Commerce Stream | CBSE | 2019

### **ST. Paul's High School Patna**

ICSE | 2017

## OTHER EXPERIENCES

- Worked as a class representative of my class
- Worked as a placement coordinator of my batch
- Worked as a Stage Management Volunteer in International Conference
- Worked at Radio Festival 2020
- Worked as a core team member in Radio Amity competitions
- Worked as an Organizing Committee Member for various events
- Worked as a Student Coordinator in cultural programs of Amity University Youth Fest