

AASTHA TULSYAN

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PERSONAL PROFILE

I am extremely motivated to constantly develop my skills and grow professionally. I am willing to take ownership and work hard to learn. I strive to benefit the organization by my insightful communication and problem-solving approach.

ACADEMIC PROFILE

2021 - PGDM Marketing, Institute of Management Technology, Ghaziabad

2016 - B.Com (Hons.)
Shri Shikshayatan College, Kolkata
74.23%

2013 - Class XII (CBSE)
Sushila Birla Girls' School
92%

2011 - Class X (WBSE)
Carmel High School
83.63%

PROFESSIONAL QUALIFICATION

2014 - IPCC, Chartered Accountancy
Institute of Chartered Accountants of India

SKILLS & STRENGTHS

MS Word, PowerPoint, Excel,
Interpersonal & Communication Skills,
Team Player

AREAS OF INTEREST

Social Work, Content Writing, Event Management

WORK EXPERIENCE

Citi Bank	Sales Management Associate	Jun 2021 - Present
- Obtained an understanding of Citi Lending Business and various facilities offered by banks in the SME sector - Communicated and coordinated with various clients as a part of the process of onboarding them with Citi Bank		

Grant Thornton India LLP	Risk Advisory Consultant (Contractual)	Jan - April 2019
- Conducted IFC audit of a leading healthcare organization across major areas such as Revenue & Collection, Finance & Accounts, Human Resource Management and Supply Chain Management and reported on controls tested - Obtained understanding of the Standard Operating Procedures (SOP) and compared the actual practices with the standard to highlight deviations to the management - Tested several controls during the IFC audit and gave recommendations to mitigate control risks - Successfully coordinated and communicated with teams at different locations and met the stringent deadline - Conducted kick off meetings with the management of two units in Kolkata, meetings with process owners and the Zonal Head for smooth closure of audit		

B SCHOOL SUMMER INTERNSHIP 3 Months

Dollar Industries Ltd., Kolkata	Market Research Analyst	Mar - Jun 2020
- Conducted market research to measure the awareness and perception of Dollar in the market by surveying over 100 participants - Identified the growing trends in online advertising and suggested ways to leverage it to maximize the rebranding efforts of the company - Suggested ways to enhance the aspirational value of the brand by indulging in mask making, donation to charities and active social media campaigns which can potentially increase product usage - Recommended social media campaigns and measures such as Do-It-Yourself videos with the brand ambassador to maximize reach to the target audience		

LIVE PROJECT 5 Months

Kraftshala (Hershey's India)	Digital Brand Building	Aug - Dec 2020
- Underwent Consumer Immersions for the Target Group for Kisses - Identified the communication challenge and the brand solutions and conducted concept testing to finalize the communication for Kisses - Performed Keyword Analysis for Kisses, performed SEO & CRO, and formulated the content strategy for Kisses - Created a digital strategy to help the brand achieve its objective using paid ads on Facebook and Google		

CA ARTICLESHIP 3 Years

Grant Thornton India LLP	Article Assistant	Nov 2014 - Oct 2017
- Conducted internal audit of various companies in the healthcare sector across areas such as Human Resources, Revenue and Collection and Statutory Compliances - Assisted in the recovery and restructuring of a manufacturing company under the Insolvency and Bankruptcy Code, 2016 - Determined the product mix and marketing strategy, along with sales and debtor's ageing analysis to boost the cash flow of the company - Mapped the variance between actual versus budgeted consumption of raw materials used in the manufacturing process - Shouldered responsibility in preparation of audit reports and management decks to assist the senior management during client discussions		

CERTIFICATIONS

Fundamentals of Digital Marketing	Google	November 2019
Google Analytics for Beginners	Google	November 2019
Advanced Google Analytics	Google	April 2020

POSITIONS OF RESPONSIBILITY

IMT - Social & Cultural Committee - Organized 5 events on different occasions for a batch of 125 students within a span of 1 year
IMT - Admissions Committee - Resolved the queries and doubts of new incoming students, thereby helping in the admission procedure