

Aprajita Kaushal

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Professional Summary

A professional with a wide variety of experience encompassing corporate and voluntary work in the fields of media, publishing, education, training and insurance operations.

Key Skills

Content creation and editing, creating press releases, running social media campaigns, communication.

Areas of Exposure

Content and Media

- Acted as the Media Coordinator for Naval Wives Welfare Association at INS Mandovi
- Edited the annual NWWA magazine "Varuni" for the NWWA Mandovi region.
- Edited the monthly magazine "The Hoot" and the annual magazine "The Owl" at the Defence Services Staff College, Wellington.
- Maintaining a personal blog titled Aprajita's Musings with regular content updates at <https://aprajitakaushal.blogspot.com>

Education

- Worked as full time faculty in Human Resources Management at Defence Services Staff College, Wellington
- Worked as back-up faculty for Management Theory at DSSC, Wellington
- Was responsible for setting the question papers and evaluating examinations and internals.
- Acted as the Dissertation Guide for students in relevant discipline.

Training

- Conducted training session in college under Investor Awareness Week for SEBI
- Conducted training sessions for ladies on soft skills and communication under the aegis of Naval Wives Welfare Association.
- Was a visiting faculty at SBI Learning Centre imparting technical training on insurance.

Corporate Experience

- Led the Group Operations team at the Head Office and several different departments across branches all over India.
- Played a key role in ISO Certification process at the department and also in Ramakrishna Bajaj Quality Awards
- Prepared Product Manuals and Processing Manuals for SBI Life branches and Credit Life partners
- Led the Customer Service Team at Processing Centre & Regional Office and linked branches
- Handled all escalated customer queries and grievances and was instrumental in reducing the pending complaints in a product from 5500 to 0 in 30 days.

Projects

- Ran a Search and Display Campaign on Google Ads, the aim was to drive traffic to a chosen UpGrad blog and the budget was set at ₹2000 and was live for 6 days. The Search Campaign resulted in 52 clicks and 1,930 impressions while the Display Campaign brought 179 clicks and 16,844 impressions.
- Ran a Facebook Ad campaign to drive traffic to a chosen UpGrad blog, the budget was set at ₹1600 and was live for 5 days. The campaign resulted in 2,223 clicks and had a reach of 1,21,244 people.

Professional Experience

Management Faculty at Defence Services Staff College, Wellington
Deputy Manager, Operations at SBI Life Insurance Co. Ltd.

July 2018- Mar 2019
June 2005- Feb 2012

Achievements

- Received the Owl Crest at DSSC Wellington for editing and managing the annual and monthly magazines of the Institute
- Appreciated by MD, SBI Life for signification contribution towards Ramakrishna Bajaj Quality Awards

Education**MICA, Ahmedabad**

Masters in Digital Marketing and Communications (Pursuing)

2021**ICFAI Business School, Hyderabad**

Masters of Business Administration in Marketing and HR

2005**7.97 CGPA****DAV College, Amritsar**

Bachelor of Information Technology

2003**70.8%**