



D-15, Gali no.-3, East Vinod Nagar  
Delhi 110091  
+91 9205706023  
geetanjali262@gmail.com

## GEETANJALI

### OBJECTIVE

As a dynamic graduate with a strong academic background in science and a fervent interest in the convergence of art, technology, and marketing, I possess a diverse skill set cultivated through rigorous scientific coursework and hands-on experience in art conservation. Proficient in analytical thinking, research methodologies, and problem-solving skills, acquired through my academic pursuits, I am now transitioning into the realm of digital marketing with a steadfast commitment to integrating scientific principles into data-driven marketing strategies. Driven by both my scientific background and creative mindset, I am enthusiastic about contributing innovative solutions to marketing challenges. I am eager to leverage my unique blend of scientific knowledge and artistic sensibility to make meaningful contributions within a collaborative marketing environment.

### WORK EXPERIENCE

#### **Art Conservator | Kiran Nadar Museum of Art**

Oct 2021-Mar 2023

- Boosted customer satisfaction through effective problem-solving and friendly service.
- Collaborated with diverse teams to achieve goals and address product/service issues.
- Demonstrated leadership by improving work processes and training others.
- Successfully executed group projects with seamless teamwork.
- Exhibited strong telephone etiquette, handling difficult calls professionally.

#### **Assistant Conservator | Art Life Solution**

Sep 2019-Feb 2021

- Worked in projects with seamless collaboration.
- Efficiently prioritized and organized tasks to achieve service objectives.
- Demonstrated aptitude in comprehending and following both oral and written instructions.
- Kept knowledge up-to-date through continuous education and advanced training.
- Engaged in collaborative discussions to explore new opportunities.

#### **Conservator Intern | Asian Heritage Foundation**

Jan 2019-Apr 2019

- Participated in collaborative discussions to explore potential opportunities with others.
- Utilized effective interpersonal and people skills to initiate conversations and engage with other departments.

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## ACADEMICS

- Certificate Course in Strategic Digital Marketing & Analytics Indian Institute of Management, Rohtak.
- Have qualified NET and JRF for 'Conservation and Museology'.
- M.A. (Conservation of Art and Cultural Heritage), National Museum Institute, New Delhi. August 2017 to June 2020.
- Graduation - B.Sc. Zoology (Hons.), 2016, Kirorimal College, University of Delhi.
- Higher secondary, 2013, RSKV, Kalyanvas, Delhi
- High school, 2011, RSKV, Kalyanvas, Delhi.

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## SKILLS

- Computer literacy and proficiency in MS Office.
- Strong public speaking and fluency in English.
- Languages: English, Hindi, and German (learning).
- Problem-solving and organizational skills.
- Efficient record-keeping, dependable, and responsible.

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## Certifications

- Participated in Executive Development Program titled 'R & Tableau' conducted by upTop during September 2022- February 2023

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## Extracurricular Activities and Awards

- Have assisted in designing and display of an exhibition on textiles for "Textile biennale" at Handloom haat, Janpath.
- Participated in a workshop on 'Gels in conservation' organized by IGNCA & SRAL (Netherlands).
- Attended the Annual Seminar of "The Indian Conservation Fellowship Programme" (14th November 2017).
- Worked as JOINT SCIENCE SECRETARY of Zoology Department, Kirorimal College (2014-15).
  
- Worked as Fest Organizer in Annual Cultural Fest of Zoology Department, Kirorimal College (2014-15).
- Worked as Volunteer in Annual Cultural Fest of Zoology Department, Kirorimal College (2013-14).
- Won a Centre Level Science Exhibition in school (2011).
- Won a Consolation Prize in Poster Making Competition in school (2010).

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## HOBBIES

Reading, Travelling, Volunteering, Photography.

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## Websites and Social Links

<https://www.linkedin.com/in/geetanjali-kr-a35a5ab2>