

SHUCHI JAIN
ASSOCIATE SALESFORCE CONSULTANT

✉ : shuchijain6873@gmail.com | ☎: 9406960918

Age: 24 | **LinkedIn:** shuchi-jain-6b5477128

MIG-42, Kotra Sultanabad, Infront of May Flower Public School, Bhopal,
Madhya Pradesh - 462003



I hold an MBA degree specializing in Marketing and Sales with this I have experience of 2 years a Digital Analyst and Associate Salesforce Consultant. During this journey, I get the experience of using a creative approach to problem-solving, how to work as a group as well as an individual, multi-tasking, and with different roles I am always eager to learn new skills.

| WORK EXPERIENCE | |
|--|---|
| Nagarro February 2023 - Present | Associate Salesforce Consultant |
| Associate Salesforce Consultant, ATCS Inc. January 2022 – January 2023 | <ul style="list-style-type: none">• Showed initiative to assist team members in handling client's requirements, delivering the best solutions, and optimizing them when needed.• Designed and configured Journeys in Journey Builder to track Customers' behaviour and worked on the personalization of Emails and SMS content by providing dynamic solutions.• Worked on Segmentation of Data and filtering the same using Activities from Automation Studio. Also, have hands-on experience in fetching data from SFTP (Import Activity) and transferring the same to an FTP server (Data Extract and File Transfer). <p>Skills - Email studio, Mobile studio, Journey builder, Salesforce marketing cloud.</p> |
| Digital Analytics, ATCS Inc. April 2021 - December 2021 (9 months) | <ul style="list-style-type: none">• Influencer Analysis• Digital Platform Analysis• Pharma, Healthcare Topic Analysis• Campaign Analysis• Data Analytics• Bench Marking Sentiment Analysis• Create framework for client and market analysis. <p>Skills - Social Studio, Microsoft office, Google trends, SEMrush, Traackr, Unmetric.</p> |

INTERNSHIPS / PROJECTS / LIVE PROJECTS

| | |
|--|--|
| UAS Internationals August 2019 – September 2019 | <ul style="list-style-type: none"> Involved in Marketing of an investment policy. Interacted with Regional Sales Manager and gained insights of sales and marketing tactics. |
| IMUN June 1st 2020 – July 1st 2020 | <ul style="list-style-type: none"> Promotions for the event over social media platforms like Facebook, LinkedIn, Instagram, and Twitter. |
| Univo Edtech LLP June 2020 – July 2020 | <ul style="list-style-type: none"> Responding to any mentions over social media platforms like Facebook, Twitter, Pinterest, Instagram and engage with the social media users. Producing a consistent brand message across all the social media channels. Creating and promoting the company blog on a weekly basis. Working with other departments to develop social media timelines. Promotion of Amity Online. |
| Level up Academy September 2020 – September 2020 | <ul style="list-style-type: none"> Promotion for the event over social media platforms. Increasing awareness and increasing traffic on the Instagram. |
| Research Paper | <ul style="list-style-type: none"> Role of Digital Marketing in COVID-19 |

ACADEMICS

| Qualification | Institute | Board / University | Year |
|---|--------------------------------------|---------------------------|-------------|
| Executive Digital Marketing and Analytics | Indian Institute of Management | IIM | 2023 |
| MBA (M&S) | Amity Business School, Noida | Amity University | 2021 |
| BBA | The Bhopal School of Social Sciences | Barkatullah University | 2019 |
| XII | Kendriya Vidyalaya No.1, Bhopal | CBSE | 2016 |
| X | Kendriya Vidyalaya No.1, Bhopal | CBSE | 2014 |

CERTIFICATIONS / PUBLICATIONS

- NISM Certificate (National Institute of Securities Markets) 2017
- Insurance Institute of India (Direct, Life and General Insurance Broker Certificate) 2019
- Certificate of Participation in IB Quiz organized by AIBS, Noida 2019
- Certification of Marketing Cloud Email Specialist 2022
- Certificate of Salesforce Associate 2023

| POSITIONS OF RESPONSIBILITY | |
|---------------------------------------|--|
| Member, Amity Human Value Cell | <ul style="list-style-type: none"> Involved in promotion, managing the activities, actively participating in the activities of the club. 2019-2021 |
| Member, Marketing Club | <ul style="list-style-type: none"> An active member of the Marketing Club. 2019-2021 Social media Head of Marketing club (ABS) 2020-2021 |
| Volunteer, Aarambh 2019 | <ul style="list-style-type: none"> As a member of the organization and creative team. 2019 Responsibility of the security of the delegates. Awarded Certificate of participation. |
| Volunteer, Infinity 2019 | <ul style="list-style-type: none"> As a member of the organization and creative team. 2019 Responsibility of shadow of the delegates. Awarded Certificate of participation. |

| EXTRA CURRICULAR ACTIVITIES | |
|-----------------------------|---|
| Technical Skills | <ul style="list-style-type: none"> Marketing, Social Media Marketing, Microsoft Office, Digital Marketing, Market Research, Analytical Skills |
| Non-technical Skills | <ul style="list-style-type: none"> Teamwork, Good listener, Adaptability, Leadership, Communication, Presentation Skills, Public Speaking. |
| Social | <ul style="list-style-type: none"> ROBIN HOOD ARMY Worked as a Food Distributer. Pick Ration kits from different NGOs and hotels. 2019-20 |
| Achievements | <ul style="list-style-type: none"> Certificate of participation in entrepreneurship club, Amity Business School, Noida 2019 Certificate of Participation in IB Quiz organized by AIBS, Noida 2019 |
| Interests/Hobbies | <ul style="list-style-type: none"> Drawing, baking, organizing events like clubs and parties, and Solving puzzles. |