

**VIJAYALAXMI GANGADHARAN KONAR**  
BMS Graduate (Marketing)

---

**ABOUT ME:**

**Date of Birth :** 7<sup>th</sup> August, 1992

**Gender :** Female

**Marital Status :** Married

**Nationality :**

**Language :** English, Hindi, Marathi, Tamil

**CONTACT :**

**EMAIL ID:** [viji.bala1992@gmail.com](mailto:viji.bala1992@gmail.com)

**Address :** 2818 New Balaji Nagar

Near Hitendra Kirana Store,

Ambarnath ( WEST)

421501

**Contact : 9168998808**

**SKILLS :**

❖ Possess excellent written and Oral communication skills

❖ Dedicated and hard working individually and always looking for new areas to learn and enhance my knowledge.

❖ Ability to co-operate and work well in a team.

**CAREER OBJECTIVE:**

To pursue a challenging position in Profesional Business in a dynamic environment which allows me to Indian utilize my inherent strengths, skills and offers scope for professional and personal growth.

**ACADEMIC BACKGROUND:**

2010-2013: Bachelor of Business Management (BMS) with 61%

2009-2010 : HSC(XII Std) with 60%

2007-2008 : SSC(Xth Std) with 52.46%

**FINAL YEAR PROJECT:**

Project Title: "Cold Drinks"

This Project was used to identify the Behaviour of the consumer against Cold Drinks.

**INTERESTED IN:**

MUSIC

TRAVELLING

❖ Highly driven to outperform and Deliver to the best of my ability.

**INTERESTED IN:**

Music  
Travelling  
Singing and Cooking

**DIGITAL MARKETING SKILLS**

Google Ads	Search Ads, Display Ads, Video Ads
SEO	On Page, Off Page, Keyword Reserach
Social Media	Facebook, Instagram, Youtube
Email Marketing	Mailchimp
Content Marketing	Creative Content, Maintain of the calender
Graphic Design	Canva
Website Development	CMS-Word

**WORK EXPERIENCE**

❖ Working with Excelencia Global as Sr.Digital Marketer 1year 6months.

Roles and Responsibilities:

- Worked on Canva for creating post for social media and application.
- Worked on Social media Facebook, Instagram, LinkedIn.
- Worked on Google Ads like creating campaign and Analytics.

❖ Worked with Accenture as Operations Executive for 2 years and 11 months.

Roles and Responsiblites:

- Worked with Facebook Process
- Follow some policy whether the product should go on facebook platform or not.
- Interact with the management and internal employess about the process understanding.
- Instructions of all task that need to be carried out and the decisions that we make impact the work.
- Problems solving skills.

❖ Worked with Balaji Data Solutions as Opearations executive for 6 months.

Roles and Responsibilities:

- Colding calling to Customers.
- Sending Bulk mail with Quotations to the customers.
- Follow Up the customers.
- Coordinate with internal teams for updatation of the ongoing event.
- Work ability to work as a team.

- ❖ Worked with Sai Ram Motors as Internal Sales Executive for 2 years.
  - Colding calling to customers.
  - Preparation of Quotations and sending bulk mail to customers.
  - Face to Face Interaction with Customers.
  - Interact with the team to discuss about the planning of the work for the day.
  - Work ability to work as a team.

**DECLARATION**

I hereby declare that all the particulars above are true to the best of my knowledge.

Place : Mumbai

---