



Oindrila Barua

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SUMMARY

As part of my master's degree at Neoma Business School, I am looking for an end of study internship for 6 months.

SKILLS

- Ms Excel
- PowerPoint
- Canva
- Photo & Video editing
- Google Analytics
- SEM
- SEO

SOFT SKILLS

- Team Work
- Time Management
- Adaptability
- Problem- Solving

LANGUAGES

- English
- Hindi
- Bengali
- Assamese

EXTRA CURRICULARS

- AIESEC in Universite de Paris**
Lead a team of 5+ people to organize events for SDG goals
- Egayes Club (pride club in Reims)**
Facilitated workshop organization related to LGBTQ topics & issues.

CERTIFICATIONS

- Accenture Digital Marketing Course
Digital marketing (2019)
- Master Course In Digital Marketing From
Digital Vidya (2020)

ADDITIONAL PROJECTS

[instagram.com/wanderer_wandering09](https://www.instagram.com/wanderer_wandering09)

2022 - 2023

Neoma Business School | Paris , France
MSc in Luxury Marketing

2021 - 2022

Neoma Business School | Reims , France
Masters In Management

2017 - 2020

Amity University | Noida
Bachelor of Business Administration: Marketing

EXPERIENCE

06/2022 - 09/2022

BrandVU | Advertising Service | Mumbai , India
Digital marketing and client servicing

- Created and curated social media content for Instagram, Facebook, and LinkedIn, resulting in a 3X engagement rate.
- Identified and contacted 30 influencers to promote the product, resulting in improved sales and increased Instagram visibility.
- Authored +10 SEO-optimized blog posts using WordPress and used its CMS capabilities to store and schedule in a timely manner.
- Conducted client calls with 50 manufacturers in the B2B space, resulting in 27 successful conversions to permanent customers.

06/2020 - 05/2021

Royal Construction | Guwahati, India
Marketing Trainee

- Maintained the company's social media platforms by creating 50+ posts for Facebook, Instagram and LinkedIn, ensuring branding and messaging.
- Developed content (videos, articles, flyers) for digital campaigns, resulting in a 10% increase in website traffic.
- Monitored and analyzed campaign performance using Google Analytics and Facebook and provided regular reports to stakeholders.

12/2020 - 02/2021

All You Need | Guwahati, India
Social Media online Internship

- Managed editorial calendar and developed content for social platforms (LinkedIn, Facebook).
- Kept track of all KPIs and developed created performance reports.

INTEREST & HOBBIES

- Scuba Diving
- Travel video editing