

### **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 organi

events for SDG goals

Egayes Club (pride club in Reims)

Facilitated workshop organization related to LGBTQ topics & issues.

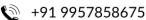
# **CERTIFICATIONS**

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

### **ADDITIONAL PROJECTS**

o instagram.com/wanderer\_wandering09

# Oindrila Barua



oindrila.b.1999@gmail.com

Noice

Noida ,India



www.linkedin.com/in/oin

### 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