



# Sakshi Sinha

PGDM (Marketing)



**NIET**  
Greater Noida

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[LinkedIn](#)

## PROFESSIONAL SUMMARY

An enthusiastic and imaginative prospective manager with a background in marketing at Indian Oil and a track record of content creation at Pratilipi. Possessing a strong grasp of marketing trends and a gift for expressive communication.

## EDUCATION

### PGDM ( Marketing & Operation) (84%)

NIET COLLEGE, Greater Noida  
Jul 2022 - Pursuing

### Bachelor In Science (68%)

Patliputra University, Patna, Bihar  
Jun 2018 - Aug 2021

### Higher Secondary- Science (60%)

Forbesganj College, Forbesganj  
Jul 2016 - Jun 2018

### Secondary (78%)

BDG School, Forbesganj  
Jun 2014 - Jun 2016

## ACHIEVEMENTS & CERTIFICATIONS

### DIGITAL MARKETING (GOOGLE)

### SEO (SEARCH ENGINE OPTIMIZATION)

### LEAN SIX SIGMA YELLOW BELT (SPAREN & GEWINN CONSULTING)

### ADCA (ADVANCED DIPLOMA IN COMPUTER APPLICATION)

### PARTICIPATE IN MARKETING WEEK IN NIET

## SKILLS

MS Office (Word, Excel, PowerPoint)

Digital Marketing (SEO)

Content writing

Canva

Team player

## HOBBIES

Dance & Singing

## EMPLOYMENT HISTORY

### Content Creator

#### Flywings

Jun 2021 - Mar 2022 | Online

- Fictional Stories writing, Comics Writing

### Content Writer Trainee

#### SNVA Ventures

Jan 2024 - Mar 2024 | Noida

- Search official information and write content by brainstorming.

## INTERNSHIPS

### Core Marketing Intern

#### Indian Oil

May 2023 - Jul 2023 | Noida

- Market Research and survey, Customer Interaction, Educating and managing staff, PPT and presentation Skills, and strategy formulation to increase sales and awareness.

### Digital Marketing Intern

#### Spoptale

Jun 2023 - Oct 2023 | Greater Noida

- SEO, Social Media handling, Blog/Article/Quora Answer Writing, Backlinks, Wireframing, Shopify Editing, Content Writing, Idea suggestions for new projects, Captions writing, New Creative Ideas, Competitor Analysis