



# AKANKSHA LADKAT

## CONTACT

 9022128929  
 nupurladkat2906@gmail.com

## PROFESSIONAL SKILLS

Microsoft Office  
Social media Marketing  
Digital Marketing  
Time Management  
Communication  
Creativity  
Leadership  
Quick Lerner  
German Language  
Proficiency  
Proactive and Focused  
Adaptive to Change

## ABOUT

I am a experienced marketing manager seeking a full-time position in the field of IT or Marketing Company, where I can apply my knowledge and skills for continuous improvement.

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## EDUCATION

**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)**  
**UNIVERSITY OF PUNE | 2019 - 2022**

**LOYOLA JUNIOR COLLEGE**  
**H.S.C - SCIENCE - 52.92%**  
**PUNE | FEBRUARY 2019**

**VIDYANCHAL HIGH SCHOOL**  
**S.S.C - 68.80%**  
**PUNE | MARCH 2017**

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## WORK EXPERIENCE



### MARKETING AND SALES EXECUTIVE

**Alpine Technologies | September 2020 - November 2020**

- Developed a social media strategy to increase the following of the company website
- Spearheaded a viral campaign for company's new services

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## WORK EXPERIENCE

### SOCIAL MEDIA MARKETING

Skilling You | March 2021 - April 2021

- Managed social media accounts
- Created social media graphics for daily postings
- Increased social media following and clicks by 200%

### MARKETING EXECUTIVE

RicoZ - Connecting Audience | May 2021 - August 2021

- Converted the targeted audience
- Provided social media IT services to the clients

### SALES & MARKETING EXECUTIVE

Futura Technologies Pvt. Ltd. | January 2022 - March 2022

- Worked on Canva
- Created social media graphics for daily postings
- Facebook marketing
- Whatsapp marketing
- Instagram marketing

### MARKETING EXECUTIVE

Rapture Events | February 2022 - March 2022

- Did PR of a celebrity music event for a launching of new residential project
- Making the presence of new residential project in the people by organising events in malls, society and on roads

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## JOB EXPERIENCE

### FINANCIAL SERVICE CONSULTANT

ICICI Prudential Life | May 2022 - October 2022

- Converted clients through tele sales to buy life insurance
- Converted walk in customers for buying the product
- Maintained a good relationship with customers and offered them best services