

# Preksha Jain

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## EDUCATION

Queen's University Belfast	MSc Marketing	September 2022- September 2023
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- Covered modules including Strategic Marketing, Marketing Analytics, Digital Marketing, International Marketing, Marketing Management, Consumer Behaviour, Research Methods and Techniques, Accounting.

Christ University	BA Triple Major- Psychology, Theatre & English Literature	June 2018- May 2021
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- Conducted research and presented papers-1) *International Conference Counselling, Psychotherapy and Wellness*- organised by Ontario Institute, University of Toronto and CHRIST University 2) *National Conference Aesthetica* 3) Dissertation.

## MARKETING EMPLOYMENT & WORK EXPERIENCE

Academic Fish, Belfast	Marketing & Research Intern	June 2023 -August 2023
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**Key Skills:** Social Media Marketing, Pictures & Video Editing, Market Research,

**Tools Experienced:** Canva, Meta/LinkedIn/Twitter, Facebook Groups, Youtube Shorts,

- Increased brand awareness for Academic Fish in the international market- China
- Increased reach on social media platforms (Instagram-264%; Facebook-525%) by the end of my three month internship.
- A huge learning curve- attended several networking events including award functions & founder/startup meets.

HomeTriangle, Bangalore	Content Executive, Support & Marketing	January 2022 -September 2022
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**Key Skills:** Design, Social Media Marketing, Digital Marketing, Influencer Marketing, SEO, Content Writing

**Tools Experienced:** Canva, Ahrefs, Wondershare Filmora, Semrush, Hootsuite, GoogleAnalytics, Google Adwords

- Increased brand awareness and sales for HomeTriangle by 5% through marketing campaigns and collaboration with the sales team.
- Wrote blogs on platform ghost.org, used tools- Ahrefs, Semrush, Hootsuite and Google Keyword Tools for keyword research, scheduling posts, and analysing website and social media traffic. Optimised landing pages, and worked closely with the Tech and admin teams to improve the SEO.
- Was given responsibility, based on performance, to build a new Marketing team- aided recruitment process with job advertisements and candidate selection (LinkedIn, Indeed and Naukri.com). Conducted interviews with the HR Department. Handled work singlehandedly for a month while team rebuilding.
- Organised campaigns including influencer, giveaways, quiz contests and festive offers
- Generated weekly and monthly marketing reports and presented them once a month to the CEO, Manager and Directors.

IdeaX Creative Labs, Singapore	Website Designer & Social Media Marketeer	June 2021- September 2021
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**Key Skills:** Website Design, Social Media Marketing

**Tools Experienced:** Wix Website, Instagram, Twitter, Facebook, Pinterest, LinkedIn, Canva

- Built websites under a supervisor for different clients across the globe used Wix website builder and Canva for the design.
- Pitched marketing strategies to clients and later implemented them. Clients were both B2B and B2C.

<b>Vidyaan Educations</b>	<b>Co-Founder &amp; Head of Marketing and Public Relations</b>	<b>May 2020- September 2022</b>
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- Developed an understanding of consumer behaviour and trends, enabling me to create effective marketing campaigns that resonate with our target audience, raised the conversion rate by 3%.
- Led the management, consultancy, recruitment and marketing, when it started and operated in all basic units until the departments were formed. Created the website.

<b>Freelance</b>	<b>Logo making &amp; Social Media Marketing</b>
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- Worked for a few start-up firms and did freelance projects creating eye-catching designs, videos and logos for the clients' digital marketing front.

### **COURSES/ AWARDS/ ACHIEVEMENTS**

Adobe After Effects	Belfast Metropolitan College	Ongoing
Adobe Animations	Belfast Metropolitan College	Ongoing
Adobe Illustrator	I.M.A.G.E- CAD Institute for Graphic Education	Ongoing
British Sign Language Level 1	Queen's University Sign Club	April 2023
1st position University Poetry Competition	Christ University	2021
Clinical Psychology	Cognizavest certification for Internship	December 2020
Leading Innovation in Arts and Culture	Vanderbilt University	September 2020
Healing with the Arts	University of Florida	June 2020
A2 Level Certification- German Language	Goethe Institution	2018

### **SKILLS**

#### **TECHNICAL SKILLS**

\*Beginner \*Proficient \*Expert

<b>Wix Website Builder</b>	Proficient
<b>Search Engine Optimization</b>	Beginner
<b>Social Media Marketing</b>	Proficient
<b>Content Writing</b>	Expert
<b>Ahrefs &amp; Semrush</b>	Proficient
<b>Filmora &amp; Canva</b>	Expert
<b>Google Analytics</b>	Proficient
<b>Adobe Suite</b>	Beginner
<b>Microsoft Office</b>	Expert
<b>Hootsuite</b>	Proficient

#### **SOFT SKILLS**

<b>Creativity</b>
<b>Research</b>
<b>Leadership</b>
<b>Listening</b>
<b>Analytical Thinking</b>
<b>Collaboration</b>
<b>Communication</b>
<b>Critical Thinking</b>

#### **LANGUAGES**

<b>English</b>	Expert
<b>Hindi</b>	Expert
<b>German</b>	A2 level
<b>Gujrati</b>	Understand Speak
<b>Malayalam</b>	Understand Speak
<b>British Sign Lang</b>	Level 1

### **EXTRA-CURRICULAR EXPERIENCES**

<p><b>Fighting with Words NI</b> (November 2022- April 2023)</p> <ul style="list-style-type: none"> <li>- assisting with writing workshops children to promote literacy and creativity.</li> <li>- Helped with preparing materials for workshops and tracking attendance and feedback from participants.</li> </ul>	<p><b>Spandan Project, Snehagram</b> 2018-2021</p> <ul style="list-style-type: none"> <li>- A vocational trainer at Snehagram for HIV+ children, provided essential life skills training</li> <li>- taught psychology to 10th and 12th grade students. Equip the children with tools they need to navigate lives with confidence and resilience.</li> </ul>	<p><b>Student Elections</b> 2023</p> <ul style="list-style-type: none"> <li>- As a candidate for the Campaigns and Elections role at Queen's University Belfast</li> <li>- Committed to fostering an inclusive campus environment and advocating for the needs of students.</li> </ul>
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### **REFERENCES AVAILABLE ON REQUEST**