

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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- Studied modules including developmental psychology, organisational psychology, behavioural psychology, content writing, academic literature, research, personality, and intelligence.
- 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

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

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. Created designs and edited videos on Canva, PicsArt, YouCut, and Wondershare Filmora.
- 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
- Raised consumer reach and increased social media engagement by 3 times.
- 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.

Vidyaan Educations	Co-Founder & Head of Marketing and Public Relations	May 2020- September 2022
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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.

Freelance	Logo making & Social Media Marketing
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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 Photoshop	I.M.A.G.E- CAD Institute for Graphic Education	Ongoing
Adobe Illustrator	I.M.A.G.E- CAD Institute for Graphic Education	Ongoing
British Sign Language Level 1	Queen's University Sign Club	Ongoing
1st- University Level 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

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

SOFT SKILLS

Creativity
Research
Leadership
Listening
Analytical Thinking
Collaboration
Communication
Critical Thinking

LANGUAGES

English	Expert
Hindi	Expert
German	A2 level
Gujrati	Understand Speak
Malayalam	Understand Speak
British Sign Lang	Level 1

EXTRA-CURRICULAR EXPERIENCES

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