**EKTA KUMARI** ekta.soni921@gmail.com

+91 9709336435



**EDUCATION**



**MIT World Peace University** Pune , India

**Master of Business Administration |** Grade: 8.28 / 10.00 (First-Class Honours) 2021-2023

**Doon Business School**  Dehradun , India

# Bachelor’s in Business Administration | Grade: 6.5 / 10.00 (First-Class Honours) 2018-2021

# RELEVANT WORK EXPERIENCE

***ICICI PRUDENTIAL | Business Trainee Sep 2023- July 2024***

I am responsible for leading and managing a team of nine member

Conducted market research, analyzed customer needs, and provided solutions to meet business objectives.

Updated and maintained lead in database on LMS

Regularly review and assess the portfolio of existing client. Collaborating with the expertise team to maximize return

Demonstrated expertise in product knowledge, sales, and customer service, leading to recognition as a top performer

Developed strong understanding of insurance products, including life insurance and investment plans

***Edelweiss broking Limited | Wealth Management | May 2022- Aug 2022***

* Managed clients communication, assets and portfolios.
* Conducted comprehensive market analysis of various financial products and services.
* Analyzed client portfolios and prepared detailed monthly reports using Excel and Power BI.
* Delivered exceptional client service, focusing on customer retention and relationship management to

Boost product sales and achieve new client growth targets.

# RELEVANT ACADEMIC LEARNING

## Master of Business Administration

Data and Analytical Decision Making Applied Big Data & Visualization International marketing

Consumer behaviour Leadership, Influence & Change Marketing analytics

Product and brand management Advertising marketing Artificial Intelligence

## Bachelor’s in Business Administration

Financial Management & Analytics Business Analysis Principles  Financial Analysis

Security Analysis & Portfolio Man. Strategic Management Financial Services &

Markets

**OTHER WORK EXPERIENCE:**

### Myntra | Fashion and Lifestyle | Part-Time

Digital Marketing- social media management, content creation, online advertising.

Social Media Platforms managing and creating content for various social media platforms, such as Instagram , Facebook etc.

Analytics - social media analytics tools (e.g., Google Analytics, Facebook Insights) to track and analyze Performance metrics.

Visual content for social media, as well as your communication skills for engaging with online audiences.

**INTERESTS AND HOBBIES:**

### Styling and Designing

Collaborated with designers , models to bring fashion concept to life . Implemented styling ideas to enhances brand identity .