

Sakshi Agarwal

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Education Qualification

Institute of Management Technology, Nagpur PGDM Majors –Marketing Minors – Operations	March 2024 69.60%
University of Lucknow Bachelor of Business Management	November 2021 66.54%
St. Paul's College, Lucknow Higher Secondary Science(PCM)	June 2018 59.60%
St. Paul's College, Lucknow Secondary	June 2016 72.00%

Professional Experience

Mozo Hunt

Sales & Marketing Intern

April 2023- June 2023

Roles & Responsibilities

- Surpassed sales target by **35%**, achieving **135%** of the goal
- Onboarded **10+** new clients, expanding customer base and increasing revenue
- Ensured client satisfaction and explored upselling opportunities
- Leveraged competitor analysis to refine Mozo Hunt's marketing strategies and identify differentiation opportunities

Skills

- Soft Skills – Communication, Adaptability, Analytical Skills, Team Building, Problem Solving, Visual merchandising, Creativity
- Instagram Advertisement
- Tools – Mural, Canva, Adobe Lightroom, Snapseed, InShot, MS Office – Word, Excel, PowerPoint

Academic Projects

Entrepreneurial Marketing – SwadesiSuds (Hand-made soap)

- **Led a 4-member team** to produce and market hand-made soaps, with our professor as the capital investor
- Managed the procurement of raw materials, processing, and conversion into finished goods
- Implemented marketing strategies using **social media** and **offline channels**, as advised by our professor
- Successfully bootstrapped the project, returning the initial capital and generating a surplus of **Rs. 6.1k** within **2 months**

Design Thinking & Systematic Innovation – Problem Solving

- Collaborated with a team of 5 members to address a problem statement through brainstorming sessions
- Applied problem-solving tools and techniques such as 5 Whys, AEIOU model, empathy map, and customer persona generation
- Created and presented a mural sheet to effectively showcase these activities' outcomes

Co & Extra Curricular

Retail Store Management | Chandra Store

- **Sales & Marketing:** Processed customer orders, and optimised product displays to boost sales
- **Contingency Management:** Handled pandemic response, including procurement, inventory, delivery, and store relocation

Content Creator | Life In Pixels (@_life_in_pixels)

- Managed social media account and created engaging content through photography and design

Saving Lives

- Learned and applied CPR and other first-aid techniques

Certificates

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| • Project Initiation (Google) | Creative Thinking (Imperial College London) |
| • Statistics for data sciences & business analytics (Udemy) | Foundation of Project Management (Google) |
| • Market Research and Consumer Behaviour (IE Business School) | Omnichannel Marketing, Lululemon (Forage) |