

Aradhya Tripathi

Personal Info

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Date of birth

31 Dec 1994

LinkedIn

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Skills

Bilingual- English and Hindi



Digital Marketing (Seo and Social Media)



Microsoft Office



Interests

Manchester United

Reading

Music

Education

Aug 2016 - Apr 2018	Symbiosis School of Sport Sciences Masters in Business Administration (Sports Management)
Jun 2013 - May 2016	Symbiosis Centre for Management Studies Bachelors in Business Administration (Marketing)

Experience

May 2018 - present	RunAdam Sports <i>Associate Brand Manager</i> Devised digital marketing strategies for the product. Responsible for pitching the product to athletes, corporates, schools, and other stakeholders.
Mar 2017 - May 2017	adidas <i>Brand Marketing Intern (HeartBeat Sports BU)</i> Successfully established a new sports property with the Adidas Junior Open, the responsibilities of which included conceptualising, planning, and executing it from end to end. Continuously monitored and reported the #Ill Campaign (online and offline activation). Ensured adidas sponsored athletes' needs were met, with primary focus on cricketers during the heavy IPL season. All the above tasks were continuous in nature and were regularly monitored and evaluated, in order to maintain the high level of output.
Sep 2017 - Nov 2017	FIFA <i>Venue Operations Intern (U-17 World Cup India.)</i> Single-handedly worked on the end to end logistics and operations for the Indian Legends, honoured by the Prime Minister of India. Successfully completed the tasks pertaining to medical aid for Jawaharlal Nehru Stadium, New Delhi.
Apr 2016 - May 2016	Phaze Experience <i>Operations Supervisor</i> Managed the North-East stand for the IPL matches held in Delhi at the Feroz Shah Kotla stadium for the years 2014 and 2016. Awarded the Best Newcomer Award, for the year 2014.

Honours

Jan 2018	Captain of the Cricket Team, Symbiosis International University
Aug 2016	Captain of the Cricket Team, Symbiosis School of Sport Sciences
Oct 2015	Secretary General, Symbiosis Model United Nations Conference
Jan 2015	Captain of the Cricket Team, Symbiosis Centre for Management Studies.
Oct 2014	Deputy Secretary General, Symbiosis Model United Nations Conference
Jan 2012	Sports Captain, Amity International School, Noida
Jun 2010	NCC Certificate 'A'
Jan 2010	Captain of the Cricket Team, Amity International School