

ADITYA PATNI

INFO

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STRENGTHS

- Content marketing strategy
- Communication
- Website and portal monitoring
- Conceptual thinking
- Creative writing
- Quick learner
- Strong graphic and visual sense
- Collaborative
- Highly organized
- Digital marketing

LANGUAGES

Hindi
● ● ● ● ○

English
● ● ● ● ●

French
● ● ○ ○ ○

German
● ○ ○ ○ ○

PROFILE

Confident and highly organized individual committed to a job well done. I have an interest in knowing about things which makes me an enthusiastic worker in any field. Excited to learn from a high-performing, successful team. I possess excellent communication, problem solving and teamwork abilities. Poised and confident individual, ready to bring my A-Game to work.

EMPLOYMENT HISTORY

Project Trainee, Kyvos Insights, Inc. | Impetus Indore
Technologies Pvt. Ltd.
Jun 2018 – Present

- Completed projects and work assignments on time, while aware of tight deadlines.
- Identified improved ways to work with others more efficiently by using content writing and interpersonal communication skills.
- Planned and managed marketing campaigns, product launches, events and strategic partnerships for Kyvos.
- Created effective messaging using language, graphics and marketing collateral.
- Implemented and directed a successful search engine marketing campaign that utilized solid linking, technical and keyword research tactics.
- Attributed, and wrote compelling captions and other text for photos, video, and other graphics for social media handles of the company.
- Coordinated trade shows, media planning, sales promotions and direct mail campaigns.
- Worked and edited company case studies, and product collateral.
- Drafted and managed social media communications designed to promote company brand, image and values.
- Reviewed and edited blog posts to guarantee high content quality.
- Developed key messaging, branding and positioning statements.
- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.

Intern, Ruchi Soya

May 2016 – Jul 2016

- Assisted the Marketing Team with administrative duties, whenever needed.
- Worked with various departments, such as Finance, Manufacturing, Packaging, Quality Control, Marketing, Pricing Team, and learned the aspects and functioning of a manufacturing exporting company.
- Coordinated with systems partners to finalize designs and confirm requirements.
- Collaborated with various teammates when working on day-to-day tasks and devising new concepts.

EDUCATION

Advanced Academy, High School - Class 12th CBSE
2014

Indore

- Graduated with 7.1 CGPA
- Majored in Commerce and Entrepreneurship

School Of Commerce, Devi Ahilya Vishwavidyalaya,
Bachelors Business Association
2017

Indore

- Graduated with 7.0 CGPA
- Majored in Foreign Trade
- Minored in Marketing

School Of Economics, Devi Ahilya Vishwavidyalaya,
Masters of Business Administration
2019

Indore

Currently Pursuing
Majored in International Business
Minored in Marketing

CO-CURRICULAR ACTIVITIES

Dec 2018 – Dec 2018

Peer Mentoring for underprivileged children. Have helped more than 50 children improve their educational outcomes with alignment with educational NGO - NEEV.

Worked with HelpAge India. Accumulated funds for the NGO for the betterment of old age homes in the city.