

ASHI SACHDEVA

Mobile: 7266049353

Email- aashi24sachdeva@gmail.com

Objective:

To work for an organization which provides me the opportunity to improve my skills and knowledge to grow along with the organization objective.

Profile Summary

- ❖ Dynamic and results-oriented professional with a diverse background in digital marketing and academia. With over five years of experience since July 2019, I have successfully developed and executed strategic marketing campaigns, and taught undergraduate and graduate courses. Currently pursuing a **Ph.D in Human Resource Management**, I am committed to advancing my expertise and contributing to the field through research and practical application..

Professional Qualifications:

- ❖ M.B.A from Isabella Thoburn (IT) College , Lucknow with 81% in 2019
- ❖ B.Com from Avadh Girls Degree College Affiliated from Lucknow University, in 2017.
- ❖ Digital Marketing Training
- ❖ Pursuing Ph.D. from MUIT

Academic Qualifications:

- ❖ Passed XIIth from Jawahar Navodaya Vidyalaya, C.B.S.E. Board with Commerce in 2014
- ❖ Passed Xth from Jawahar Navodaya Vidyalaya (C.B.S.E.) with Commerce in 2012

Experience:

- ❖ Presently working as Lecturer RICM , Chandigarh since September 2022
- ❖ Assistant Professor in ITM, Lucknow from November 2020 to 31Aug2022
- ❖ Digital Marketing Executive in Mojo Technologies from 17July2019-28Oct2020

Internship Experience:

- ❖ Worked as a Web Designer Intern at Softgen Technologies, Lucknow from 5th January 2018 to 20th January 2018.

- ❖ Worked as an HR executive Intern at Vodafone, Lucknow from 2nd July 2018 to 16th August 2018. Primary responsibilities were handling recruitments and employee payroll.

Journal Research Paper :

- ❖ “Work life balance and its challenges among working professionals” Journal of the maharaja sayajirao university of Baroda ISSN:00250422 (**UGC CARE LIST Group I**)
- ❖ “Impact of emotional intelligence on employee performance” Business , management & economic engineering ISSN:2669-2481(**SCOPUS**)
- ❖ “Work life balance : an approach toward study of working women” Business , management & economic engineering ISSN:2669-2481(**SCOPUS**)
- ❖ “Impact of online learning on young students durigncovid-19 pandemic”ISSN:2059-6596(**SCOPUS**)
- ❖ “Work life balance and its challenges among working professionals” ISSN: 0378-68(**UGC CARE LIST Group I**)

Articles :

- ❖ “Cabinet approves the setting up of a national level multi state cooperative organic society “(**The Aman Sandesh Times**)
- ❖ “Targeted growth of organic agriculture focus” (**Lucknow Tribune**)
- ❖ “Inclusive development with pacs: sabka sath sabka vikas with budget 2023” (**The Aman Sandesh Times**)
- ❖ “Inclusive development with pacs: sabka sath sabka vikas with budget 2023”(**Kashmir Convener**)
- ❖ “Critical understanding of the union budget 2023s cooperative relief & income tax proposals”(**UQAB Online News**)
- ❖ “Inclusive development with pacs: sabka sath sabka vikas with budget 2023”(**State Observer**)
- ❖ “Cooperatives helpfarmers improve their livelihood on a sustainable basis” (**Sahakar srishti**)
- ❖ “Pestal”(**Sahakar srishti**)

Bookchapter /magazines:

- ❖ Green human resource management and organization performance”(IIP Series, Volume3,book18,part2 e-ISBN:978-93-5747-805-2
- ❖ “Strengthening primary agriculture credit societies(PACS)” (**The Cooperators**)
- ❖ “Cooperatives helpfarmers improve their livelihood on a sustainable basis”(**Haryana sahkari parkash**)
- ❖ “Cooperatives helpfarmers improve their livelihood on a sustainable basis” (**The Cooperators**)

Computer Proficiency:

- ❖ Fundamental of Digital Marketing Exam from Google
- ❖ Proficient in basic use of computer.
- ❖ CCC Course
- ❖ Successfully Completed 'O' level certification from NEILET

Extra-Curricular:

- ❖ Presented research paper on “**Recent advance in Svachh and Smart Bharat**”in National Seminar-2018 organized by JNPG College Lucknow.
- ❖ Successfully completed an “**Investment growth assignment**”during my MBA where I doubled the principle amount allotted within a short period of 20 days.
- ❖ Participated in a social enrichment program “**SwachhataPakhwada**” organized by AKTU, Lucknow.
- ❖ Attended the International Women Conference organized by Isabella Thoburn College, Lucknow
- ❖ Attended Digital Marketing workshop in IIM , Lucknow

Personal Qualities:

- ❖ Highly motivated and eager to learn new things.
- ❖ Strong motivational and leadership skills.
- ❖ Ability to produce best result in pressure situation.
- ❖ Excellent communication skills in written and verbal both.
- ❖ Ability to work as individual as well as in group.