

Ritika Chaurasiya

🏠 Saraswati Girls Hostel HBTU Kanpur-208002
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Profile Summary

A self-driven highly accomplished, goal-oriented, and analytical professional with expertise in business process optimization, management consultancy, and customer services. As an enthusiast, I perceive different challenges in achieving the vision of an organization.

Education

- ❖ Completed MBA I 2nd Rank I Harcourt Butler Technical University, Kanpur I CGPA (8.69) (2024)
- ❖ Completed M.Sc.(Chemistry) from CSJM University IVSSD College Kanpur I 73% I (2021)
- ❖ Completed 36 Weeks Advance Digital Marketing Course from upGrad (MICA) I Branding & Communication and Marketing Analytics I (2024)
- ❖ Completed 8 Weeks course on International Marketing from NPTEL, SWAYAM I January-March I ,I 73% I (2024)
- ❖ Completed 12 Weeks course on Marketing Analytics from NPTEL, SWAYAM I January-April I 67% I (2024)
- ❖ Qualified National Eligibility Test (NET) UGC-2025
- ❖ Currently pursuing part time Ph. D Program from HBTU Kanpur in Marketing 2025

Academic Projects

- ❖ Project: Stress management in the insurance sector I HR I (2023)
- ❖ Project: Ratio analysis of plastic industry I Finance I (2023)

Research

- ❖ The article "Healthcare applications for artificial intelligence" published in the book. (2024)
- ❖ The article "Knowledge Management in Healthcare" published in the book Right to Health: Problem and Future Prospect, pp. 390–408 (ISBN: 978-93-94870-29-1). (2023)

Work Experience

- ❖ MS Excel workshop (Advanced) I IRA- EDU-TEC I (7th February 2023)
- ❖ Building an interactive dashboard I Skill Nation I (7-12 March 2023)
- ❖ Fundamentals of digital marketing I Google digital garage I (3rd April 2023)
- ❖ Excel for beginners and intermediate I Great learning academy I (March 2023)
- ❖ Worked as Intern Volunteer I Strengthening education, health, and live hood I Manav Sansadhan Evam Mahila Vikas Sansthan (1st July, 2022-30th Sept. 2022)
- ❖ Human resource skills workshop I Tareeqa Global Solution I 13TH February (2023)
- ❖ Worked as Intern Volunteer I Child Care and Old Age Person I Indian Red Cross Society I 24th Dec. 2022-25th March (2023)
- ❖ Completed Internship I Digital Marketing, Procurement and packaging I Baby Forest Pvt. Ltd. Noida I 26th July-29th September (2023)
- ❖ Completed Internship I Social Media & Content Writing Management I Lubrita India Pvt. Ltd., Mumbai from 1st February to 31st March (2024)

Positions and Responsibility

- ❖ Secretary I P G Chemical society, VSSD College I Organized Lecture Series (Session 2019-20)
- ❖ President I P G Chemical society, VSSD College I Organized Educational Tour I (2020-21)
- ❖ Life member I Indian Red Cross Society I ID No-1480/23 (April 2023)
- ❖ Qualified 1st stair examination of Bharat Scout and Guide (7th Dec., 2013)
- ❖ Qualified 2nd stair examination of Bharat Scout and Guide (17th Nov., 2014)
- ❖ Technical I Microsoft office, Project Management I

Skills

- ❖ Non-technical I Communication Skill (Hindi and English speaking), Critical thinking, Teamworking, Leadership I Animal Loving.

