



# Prachi Shukla

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**RAJIV GANDHI INSTITUTE OF PETROLEUM  
TECHNOLOGY**  
Jais, Amethi - 229304

Name of Discipline – **MBA (Marketing)**

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## EDUCATIONAL BACKGROUND

Year	Degree	Institute	%age /CPI	Remarks
2025	MBA	RG IPT	8.33	Pursuing
2022	B.Sc. Maths	Allahabad University	83.4%	Completed
2019	12 <sup>th</sup> (CBSE)	Aditya Birla Public School	77.3%	Completed
2017	10 <sup>th</sup> (CBSE)	Aditya Birla Public School	89.5%	Completed

## Internship

Indian Oil-Adani Gas Private Limited Business Development, Commercial Sales & Marketing Department	May 2024 – July 2024 (3Months)
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<b>Roles &amp; Responsibilities</b>	<ul style="list-style-type: none"> <li>Analyzing domestic and commercial PNG marketing in India.</li> <li>Identifying business opportunities, leading to the expansion of the business development pipeline.</li> <li>In-depth market research to identify high-potential regions for PNG growth, contributing to strategic business decisions.</li> </ul>
<b>Achievements</b>	<ul style="list-style-type: none"> <li>Strategies and ideas for the sales and marketing of PNG.</li> <li>It was successfully identified as a high-potential area for PNG growth, leading to the initiation of market entry strategies.</li> </ul>

Nx Tuition, UK limited – Admin Role (Part-Time)	Nov2022 – July2023 (9 Month)
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<b>Roles &amp; Responsibilities</b>	<ul style="list-style-type: none"> <li>Proficiently organized classes and <b>optimized</b> batch schedules for a teaching profession-based organization.</li> <li>Responsible for <b>selecting</b> qualified tutors and coordinating timings, quizzes, and feedback for enhanced learning.</li> <li>Effectively communicated with parents to address issues with fees and remedial classes, ensuring smooth <b>operations</b>.</li> <li>Accurately maintained <b>payroll</b> information for teachers, ensuring timely and error-free <b>payment</b> processing.</li> <li>Managed <b>social media</b> queries, posted batch details, and <b>leveraged</b> social channels to promote courses.</li> </ul>
<b>Achievements</b>	<ul style="list-style-type: none"> <li>Proactively resolved challenges, streamlined the work environment through problem-solving abilities.</li> <li>Identified cost-saving opportunities, and significant company savings through administrative operations.</li> </ul>

A3N Solution - Assistant HR Manager	Aug2022 – Nov 2022 (3 Months)
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<b>Roles &amp; Responsibilities</b>	<ul style="list-style-type: none"> <li>Developed <b>recruitment plans</b> to increase outreach and devised referral strategies &amp; compensations.</li> <li>Handled the resume screening process to filter out candidates as per desired requirements and alignment with recruiters.</li> <li>Created internal <b>dashboards</b> to improve visibility across the organization of registered jobseekers as per requirements.</li> <li>Handled queries, concerns and <b>facilitated</b> communication between <b>stakeholders</b> to build long-term relations.</li> <li>Assisted candidates with smooth new hire <b>onboarding</b> and ensured <b>financial</b> remuneration from jobseekers.</li> </ul>
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<b>Achievements</b>	<ul style="list-style-type: none"> <li>Implemented a more <b>efficient</b> recruitment program, to increase the onboarding rate by <b>8% QoQ</b>.</li> <li>Achieved an Excellent Intern work Award for proactive analysis of <b>GAAP</b> in processes and <b>rectification</b>.</li> </ul>
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**Position OF responsibility**

<b>Coordinator Annual Fest</b>	<ul style="list-style-type: none"> <li>Worked as event coordinator for Net zero international seminar managing a budget of 7 lacs and also served as a cultural head coordinator. <span style="float: right;">2024</span></li> <li>Coordinated 3-tier team of 80 people for a 3-day fest with footfall of 1500+ from 12 colleges <span style="float: right;">2022</span></li> <li>Managed a budget of 6 Lacs with 2-Celebrity performance, 10+ events and 3 dignitaries <span style="float: right;">2021</span></li> </ul>
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**SKILLS**

MS Excel	MS Words	MS PowerPoint	R programming (Basic)	Data Analysis (Basic)
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**Project & Awards & Achievements**

<b>Certifications</b>	Jr. Associate Data Research	NSS	MS Excel
<b>Academic</b>	<ul style="list-style-type: none"> <li><b>Financial</b> Analysis of Hong Kong Stock Exchange (Mongolian mining Corporation) <span style="float: right;">2023</span></li> <li><b>Awarded 1<sup>st</sup> Prize</b> in Story Writing competition among 200+ participants. <span style="float: right;">2019</span></li> <li><b>Secured 1<sup>st</sup> rank</b> in Inter House Debate during annual school meets. <span style="float: right;">2019</span></li> </ul>		
<b>Extra-curricular</b>	<ul style="list-style-type: none"> <li><b>Secured 1<sup>st</sup> Position</b> in Group Dance competition during cultural fest-2019. <span style="float: right;">2019</span></li> <li><b>Awarded 3<sup>rd</sup> prize</b> in 4*100m relay during college sports fest – SANGARSH-18. <span style="float: right;">2018</span></li> </ul>		

**Interest & Hobbies**

Playing and Watching Shows | Reading Books | Exploring new areas.

Address: Naini Prayagraj, Uttar Pradesh

Date: 2/08/24