SRISTI SANGHI

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CAREER OBJECTIVE

BBA (Marketing) student at JECRC University with experience in stakeholder communication, corporate outreach, business research, and digital marketing. Seeking an opportunity to apply analytical, communication, and organisational skills in client engagement, reporting, and business operations.

KEY SKILLS

Professional Skills: Stakeholder Management | Client Communication | Business Research | Data Analysis | Problem Solving

Tools: Microsoft Excel | PowerPoint | Google Analytics | SEMrush | Meta Business Suite | Canva

EDUCATION

Bachelor of Business Administration (Marketing) | JECRC University, Jaipur | 2024–2027 | CGPA: 8.9/10

EXPERIENCE

Marketing Intern | TartanHQ Digital Marketing **Jul 2026 – Sep 2026**

• Conducted product and competitor research and analyzed market content to support digital marketing initiatives.

Local Committee Member – Corporate Relations & PR | IAESTE India LC JECRC **Oct 2025 – Present**

• Conducted **300+** outreach calls across **100+** organizations and created content generating **30,000+** Instagram views.

Event Coordinator – Step Up, JU Rhythm'26 | Student Council, JECRC University **Jan 2026 – Feb 2026**

• Coordinated an event with **150+** registrations and **100+** attendees, leading a team of volunteers.

PR Volunteer | Innov8 Tech Fest, JECRC University **Sep 2025 – Oct 2025**

• Conducted **600+** outreach calls as part of a 12-member PR team to drive registrations and participant engagement.

PROJECTS

Siddhiananta Group – Real Estate Case Study **May 2026**

• Analyzed business strategy, market positioning, and SWOT factors to assess company positioning.

Impact of Digital Storytelling on Brand Engagement **Nov 2025**

• Researched how brands use storytelling to influence audience engagement and communication.

Backbrella – Entrepreneurship Concept **Mar 2025**

• Developed a business concept for a multifunctional product, considering customer needs and product differentiation.

CERTIFICATIONS

Marketing & Analytics

• Google Analytics | Google Skillshop **June 2026**
• Fundamentals of Marketing Analytics | SEMrush **May 2026**
• SEO Essentials | SEMrush **May 2026**
• AI-Powered Shopping Ads | Google Skillshop **April 2026**

Digital & Productivity Tools

• Canva Essentials | Canva **June 2026**
• Social Media Marketing | HP **May 2026**
• Introduction to Prompt Engineering | Simplilearn **May 2026**

LEADERSHIP & ACTIVITIES

• Designed and built a personal portfolio website **June 2026**
• Wrote and published the blog article, "Beyond GPA: 5 Crucial Skills That Matter." **Feb 2026**
• Organising Team Member, BVJMUN **Aug 2022**