

Preksha Jain

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EDUCATION

Queen's University Belfast	MSc Marketing	September 2022- September 2023
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- Covered modules including Strategic Marketing, Marketing Analytics, Digital Marketing, International Marketing, Marketing Management, Consumer Behaviour, Research Methods and Techniques, Accounting.

Christ University	BA Triple Major- Psychology, Theatre & English Literature	June 2018- May 2021
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- Conducted research and presented papers- 1) *International Conference Counselling, Psychotherapy and Wellness*- organised by *Ontario Institute, University of Toronto and CHRIST University* 2) *National Conference Aesthetica* 3) Dissertation.

MARKETING EMPLOYMENT & WORK EXPERIENCE

Hassel Bae	Consultant	August 2024- Present
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Key Skills: Client-facing Collaboration, Social Media Marketing, Event content planner, Project Management

Tools Experienced: Canva, Asana, Hub, BaseCamp, Hopper

- Coordinating with the client for approvals. Coordinating with the graphic designer.
- Maintaining the content calendar, strategizing, and providing ideas.
- Online Reputation Management (ORM) - monitoring all DMs and comments related to the festival and drafting appropriate responses.

Clients:

- India by the Bay Festival (Hong Kong)
- Jaigarh Heritage Festival (Jaipur)
- IMBesharam
- Amthor International

Academic Fish, Belfast	Marketing Development, Part-Time Role	September 2023- Present
Academic Fish, Belfast	Marketing & Research Intern	June 2023 -August 2023

Key Skills: Social Media Marketing, Pictures & Video Editing, Market Research,

Tools Experienced: Canva, Meta/LinkedIn/Twitter, Facebook Groups, Youtube Shorts, Wechat, Xiaohongshu, Douyin

- Increased brand awareness for Academic Fish in the international market- China (including Chinese social media and offline campaigns directed at Chinese students in the UK).
- Increased reach on social media platforms (Instagram-264%; Facebook-525%) by the end of my three month internship. Led a strong offline campaign successfully with over 7 Irish language schools and in contact with over 30.
- A huge learning curve- attended several networking events including award functions & founder/startup meets.
- Conducted a survey across new market (US homeschooled- SA Spanish speakers), collated information, conducted analysis and created the pitch presentation. Attended Scaling the Edge delivered by The Helix way, a six week workshop- learnt how to create a business plan and conduct market survey to enter a new market. Presented a pitch to a investor panel.

Queen's University Sign Language Society	Social Media Manager	September 2023- April 2024
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Key Skills: Election campaign, self marketing.

Tools Experienced: Canva, Meta, Email marketing.

- Got elected as the social media manager in the QUB Sign Society (elections 23-24).

HomeTriangle, Bangalore**Content Executive, Support & Marketing****January 2022 -September 2022****Key Skills:** Design, Social Media Marketing, Digital Marketing, Influencer Marketing, SEO, Content Writing**Tools Experienced:** Canva, Ahrefs, Wondershare Filmora, Semrush, Hootsuite, GoogleAnalytics, Google Adwords

- Increased brand awareness and sales for HomeTriangle by 5% through marketing campaigns and collaboration with the sales team.
- Wrote blogs on platform ghost.org, used tools- Ahrefs, Semrush, Hootsuite and Google Keyword Tools for keyword research, scheduling posts, and analysing website and social media traffic. Optimised landing pages, and worked closely with the Tech and admin teams to improve the SEO.
- Was given responsibility, based on performance, to build a new Marketing team- aided recruitment process with job advertisements and candidate selection (LinkedIn, Indeed and Naukri.com). Conducted interviews with the HR Department. Handled work singlehandedly for a month while team rebuilding.**
- Organised campaigns including influencer, giveaways, quiz contests and festive offers
- Generated weekly and monthly marketing reports and presented them once a month to the CEO, Manager and Directors.

IdeaX Creative Labs, Singapore**Website Designer & Social Media Marketeer****June 2021- September 2021****Key Skills:** Website Design, Social Media Marketing**Tools Experienced:** Wix Website, Instagram, Twitter, Facebook, Pinterest, LinkedIn, Canva

- Built websites under a supervisor for different clients across the globe: used Wix website builder and Canva for the design.
- Pitched marketing strategies to clients and later implemented them. Clients were both B2B and B2C.

Vidyaan Educations**Head of Marketing and Public Relations****May 2020- September 2022****Vidyaan Educations****Freelance Marketing Advisor/ Consultancy****September 2022- Present**

- Developed an understanding of consumer behaviour and trends, enabling me to create effective marketing campaigns that resonate with our target audience, raised the conversion rate by 3%.
- Led the management, consultancy, recruitment and marketing, when it started and operated in all basic units until the departments were formed. Created the website.

Freelance**Logo making & Social Media Marketing**

- Worked for a few start-up firms and did freelance projects creating eye-catching designs, videos and logos for the clients' digital marketing front.

COURSES/ AWARDS/ ACHIEVEMENTS

Adobe After Effects	Belfast Metropolitan College	Ongoing
Adobe Animations	Belfast Metropolitan College	Ongoing
Adobe Illustrator	I.M.A.G.E- CAD Institute for Graphic Education	Ongoing
British Sign Language Level 1	Queen's University Sign Club	April 2023
1st position University Poetry Competition	Christ University	2021
Clinical Psychology	Cognizavest certification for Internship	December 2020
Leading Innovation in Arts and Culture	Vanderbilt University	September 2020
Healing with the Arts	University of Florida	June 2020
A2 Level Certification- German Language	Goethe Institution	2018

SKILLS

TECHNICAL SKILLS

*Beginner *Proficient *Expert

Wix Website Builder	Proficient
Search Engine Optimization	Proficient
Social Media Marketing	Proficient
Content Writing	Expert
Ahrefs & Semrush	Proficient
Filmora & Canva	Expert
Google Analytics	Proficient
Adobe Suite	Beginner
Microsoft Office	Expert
Hootsuite	Proficient
Copywriting	Expert

SOFT SKILLS

Creativity
Research
Leadership
Listening
Analytical Thinking
Collaboration
Communication
Critical Thinking

LANGUAGES

English	Expert
Hindi	Expert
German	A2 level
Gujarati	Understand Speak
Malayalam	Understand Speak
British Sign Lang	Level 1
Italian	Duolingo-A1 (70%)

EXTRA-CURRICULAR EXPERIENCES

Speakers for Schools March 2023; November 2023 - Gave a talk twice invited by 'Speakers for Schools' to a class of over 40 students. - Talked about my journey, interacted with students and answered curious questions.	DFE Scaling the Edge October- December 2023 - Attended a 6 week training with DFE organised by The Helix Way. By the end of the training presented a pitch to investors from InnovateUK, Queens and Ulster Bank. - Conducted a survey across new market (US homeschooling- SA Spanish speakers), collated information, conducted analysis and created the pitch presentation.	Student Elections 2023 - As a candidate for the Campaigns and Elections role at Queen's University Belfast - Committed to fostering an inclusive campus environment and advocating for the needs of students.
Fighting with Words NI November 2022- April 2023 - Assisting with writing workshops with children to promote literacy and creativity. - Helped with preparing materials for workshops and tracking attendance and feedback from participants.	Spandan Project, Snehagram 2018-2021 - A vocational trainer at Snehagram for HIV+ children, provided essential life skills training - Taught psychology to 10th & 12th grade students. Equip them with tools they need to navigate lives with confidence & resilience.	

REFERENCES AVAILABLE ON REQUEST