

# SHREE NAGARKOTI

## MARKETING/LOGISTICS INTERN

## MARKETING ASSISTANT



## PROJECTS

### Data Analysis (Financial)

For a college project, I analyzed financial data to assess the financial health and performance of a company. This involved collecting and interpreting key financial statements such as the income statement, balance sheet, and cash flow statement. I calculated various financial ratios, including profitability, liquidity, and solvency ratios, to evaluate the company's strengths and weaknesses. Additionally, I created visual representations like charts and graphs to present the data more clearly. The analysis helped me develop recommendations for improving the company's financial strategy and decision-making process.

Start Date: March 2023

End date: May 2023

### Mental Health Campaign

For a mental health campaign I was involved in during college, our project was raising awareness about mental health issues and reducing the stigma surrounding them. I helped coordinate outreach efforts, including creating and distributing educational materials across social media platforms to engage a wider audience. I worked with a team to develop messaging that was both empathetic and informative, ensuring it resonated with diverse audiences.

Start date: March 2023

End date: May 2023

## PROFESSIONAL EXPERIENCE

### Logistics/Marketing Intern

Klik Digital

July 21st 2022- July 22nd 2023

- **Econometrics:** Applied econometric models to analyze marketing data, forecast trends, and optimize pricing strategies.
- **3E Experience (Experience, Engagement, Exposure):** Engaged with clients and team members, actively participated in cross-functional projects, and gained exposure to logistics and marketing best practices.
- **Primary Research:** Conducted surveys and gathered market data to support targeted marketing strategies and improve customer engagement.
- **Communication:** Collaborated with various departments, delivering clear reports and presentations to help inform business decisions.
- **Data Analysis:** Analysed consumer data to identify trends and provide insights for more effective marketing and logistics planning.
- **Administrative Support:** Managed schedules, organised meetings, and handled documentation for the logistics and marketing departments.
- **Marketing Campaign Management:** Supported the development and execution of digital and traditional marketing campaigns, contributing to increased brand awareness.
- **Logistics Coordination:** Assisted in streamlining supply chain processes, inventory management, and distribution planning.
- **Risk Management:** Identified potential financial and logistical risks and helped in implementing strategies to mitigate them.
- **Financial Data Analysis:** Evaluated cost and performance data to make recommendations for improving logistics profitability and overall financial performance.

### Marketing Assistance

VM Mobile Store


May 2021- June 2022

- **Team Collaboration:** Worked closely with marketing, sales, and design teams to ensure alignment on campaigns and promotional activities
- **Market Data Analysis:** Analyzed market trends and consumer data to identify key insights and opportunities, using the data to inform campaign strategies and improve decision-making.
- **SEO (Search Engine Optimization):** Assisted in optimizing website content for search engines, conducting keyword research, and tracking SEO performance to enhance organic traffic
- **Microsoft Office Suite:** Proficient in Microsoft Word, Excel, and PowerPoint for creating reports, presentations, and data analysis, ensuring effective communication of marketing strategies
- **Marketing Plan Development:** Contributed to the creation and execution of comprehensive marketing plans, supporting brand growth and improving customer engagement
- **Campaign Performance Tracking:** Used analytics tools to monitor the performance of digital marketing campaigns, reporting on KPIs such as conversion rates and customer engagement.

## CONTACT

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## SKILLS

- Market Data analysis
- Creative Thinking
- Numerical
- Administrative Experience
- Xero experience
- Financial data analysis
- Microsoft experience
- Business planning
- Critical Learning
- Dedicated learner
- Problem Solving
- Organisation

## EDUCATION

**BRENTSIDE HIGH SCHOOL**  
2016-2020

## **Barnet Southgate Sixth Form/College**

Subject: Triple Business: Business Finance, Business

Marketing, Overview of Business

Grade: DDD Year 2021-2023

Hiring Manager: Ishaan Sachdeva