

# Prakriti Bhatia

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## Objective:

To associate myself with a professionally driven organization, which offers continuous challenges and excellent growth prospects, where I could contribute significantly to the organization through my academic skills.

## Skills Summary:

- Project Management Software (Jira, Trello and Basecamp)
- Documentation
- Team Collaboration (Confluence by Atlassian)
- Google Analytics
- Agile Methodology
- Microsoft Office (Excel, Word and Powerpoint)
- Human Resource Processes - Recruitment & Team Management
- Social Media Marketing
- Sales and Marketing
- Digital Marketing

## Awards & Certifications:

- Certificate of Appreciation – Internship at Unschool
- Advanced Excel – Certificate of completion
- Personality Development Program Certificate
- Digital Marketing Certification - Udemey
- Stage Play Performance in the Annual fest of IIT and AIIMS
- Nukkad Performance in the Annual fests of IIT, AIIMS and DU colleges

## Education:

Exam/Degree	Institute	Year
Bachelor of Business Administration	Guru Gobind Singh Indraprastha University	2018-2021
12 <sup>th</sup> Board	Central Board of Secondary Education, Adarsh Public School, Delhi	2018
10 <sup>th</sup> Board	Central Board of Secondary Education, Adarsh Public School, Delhi	2016

- Research Paper on “Influence of Cartoon Characters in Buying Perspective of Children as per the Parents”.
- Report on “Importance of online courses and online learning during the time of epidemic”

## Professional Experience:

**Company:** Eccentric Engine

**Designation:** Project Manager (June 2022 - Present)

Eccentric Engine provides virtualisation of Automotive Retail. Provides showroom like experience to vehicle buyers at the comfort of their home.

**Main responsibilities –**

- Working closely with application like JIRA and Confluence
- Working Closely with different functional teams for planning different aspects of the project.
- Juggling immediate requirements with long term planning
- Responsible for tracking progress, adjustment and strategies of the project
- Review the end product with Client and collate their feedback if any.
- Data reporting to clients every week by sharing Google Analytics Reports.
- Conducting weekly product review meeting with client.
- Resources allocation for different modules of project.
- Creating pitch deck of the product.

**Company:** Growth99

**Designation:** Project Manager (March 2021 - June 2022)

Growth99 is a US based startup which specializes in website development, SEO, and content creation.

**Main responsibilities –**

- End-to-End Project Management – Understanding customer requirements in regards to website development all the way to the end delivery of website projects.
- Team Management – Manage a diverse team of Web Developers, Graphic Developers, Content Writers and Infra Team
- Mapping the Project Requirements to individual request and aligning with different teams. Communicating to each team member on the expectations for the project.
- Regular follow-ups with team members on the progress/hurdles and facilitate communication between different teams to bridge gap for any dependency.
- Review the end product with Client and collate their feedback if any.

**Company:** MyAtapa

**Designation:** Freelancing -Social Media and Affiliate Marketing (April 2021 - Mar 2022)

MyAtapa is a multi-National company which sells Red Light Therapy Devices with a global presence.

**Main responsibilities –**

- Hired freelancers for Video Editing, Content Writing and SEO services
- Mapping the Project Requirements to individual request and aligning with different freelancers.
- Communicating to freelancers on the expectations for the project.
- For Affiliate Marketing – Reached out to the different yoga studios from which 10 have been onboarded for promoting our product (Red Light Therapy Device)

**Company:** Unschool

**Designation:** Sales and Marketing Intern (Jan 2020 – June 2020)

Unschool is an Indian start-up which specializes in creating online courses for programming languages, cloud computing, business management courses, etc.

**Main responsibilities –**

- Managing sales portfolio for various online courses to achieve the targets.
- Make different marketing strategies for the various social media platforms like Facebook, LinkedIn, Quora
- Built a team of six members, managed and trained them on the marketing strategies to achieve the team's targets