GET READY TO CONNECT

CONTACT:
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Project Leader "Get ready to connect"
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Subject: Participant Number

www.jumpp.de/projekte/connect

Participant No.: Connect_002

Profile Summary: M.A. International Management graduate with practical experience in digital marketing, particularly performance marketing, social media content creation, and B2B and B2C campaign analysis, with AI expertise and the ability to translate and implement it in a business context. Moreover, generated 55,000 Euros worth of sales through marketing events and product demonstrations.

Core Competencies

- Analytical & Data-Driven Thinking
- Campaign Planning & Coordination
- Project Coordination & Organisation
- Cross-Functional Collaboration
- Photo & Video Editing
- Stakeholder Communication
- Customer & Brand Focus
- Creative Content Development
- Problem Solving & Continuous Improvement
- Event Management

Key Skills and Tools

- Google Ads/ SEA
- Google Analytics 4
- Campaign Analysis and Management
- Generative AI (Business Context)
- Search Engine Optimization (SEO)
- Website Optimization
- CRM management (Pipedrive CRM)
- A/B Testing
- Marketing Events & Trade Shows Management
- Microsoft 365
- Social Media Content Creation
- Funnel reports (Excel & Powerpoint)

Language Skills

- English – C2
- German – B1
- Hindi/Urdu – Native

Availability

Immediately

Work Experience	Education & Training
Dec 2025–present Barista (Part-time) Starbucks	Mar 2023–Feb 2026 Hochschule für Technik und Wirtschaft Dresden M.A International Management
Sep 2024–Jul 2025 Rods&Cones B.V (MedTech) International Marketing Intern	Nov 2025 Hochschule für Technik und Wirtschaft Dresden Master's Thesis | From Luxury to Budget: A Study of Social Media Strategies in the Aviation Industry
Aug 2021–Oct 2022 Workgen Solutions Pvt. Ltd. Operations Executive	Sep 2024–Feb 2024 University of Algarve, Faro, Portugal M.A. Marketing in Travel and Tourism (ERASMUS Semester Abroad)
Dec 2020–May 2021 Pace Exim Corporation Marketing Intern	Aug 2018–Jul 2021 GGSIP University, New Delhi, India Bachelor's in Business Administration
	Mar 2017 Air Force Bal Bharti School, New Delhi, India High School