

Sejal Bohra | MBA IB-Marketing

Female | 24

Academic Record			
MBA International Business	Pursuing	Symbiosis Institute of International Business, Pune	2025
B.com	68.5%	Sri Guru Gobind Singh College of Commerce, Delhi	2023
Class XII (CBSE)	65.0%	Delhi Public School , Birgunj	2020
Class X (SEE, Nepal Board)	85.0%	Gautam Secondary School , Birgunj	2018
Summer Internship / Internship			(12 Months)
Miraj Entertainment, Mumbai		Sales and Marketing Intern	Apr'24 – May'24
<ul style="list-style-type: none">Engaged in cold calling to communicate with clients, negotiate barter deals, and promote advertisements.Prepared a comprehensive report tracking competitors’ activities and market trends for the company.Contributed to creating a Sales deck for the clients for a live screening of the T20 World Cup.Maintained client records for all regions across India.			
Ifortis Worldwide, Bangalore		HR Intern	Feb’23 – Mar’23
<ul style="list-style-type: none">Crafted job postings aligned with marketing strategy to attract top talent.Strengthened brand reputation through effective communication and personalized offer letters.Maintained accurate new hire records to support consistent onboarding and brand experience.			
Indus Fresh Limited, UK		Intern	Jul'21 Feb'22
<ul style="list-style-type: none">Regularly updating the Excel sheets with new product arrivals, price changes, and stock quantities.Ensuring all relevant information about the product is present on the website, such as accurate descriptions, high-quality images, and up-to-date pricing.Creating and maintaining website content related to products.			
Project: Rudrapur Solvents Pvt. Ltd.			(2024)
<ul style="list-style-type: none">Market Analysis and Customer Research - Conducted market analysis and customer research to identify growth opportunities in the animal feed sector and recommended strategic product diversification. Implemented actionable insights to improve packaging and delivery reliability and emphasized sustainability to strengthen brand positioning.			
Certifications			
Name of Certification		Certifying Authority	Year
Introduction to Digital Transformation		Coursera	2024
Sales and CRM Overview		Coursera	2024
Foundation of Digital Marketing and E-commerce		Coursera	2023
Product Management Essentials		Coursera	2023
Position of Responsibility			
<ul style="list-style-type: none">Content Head-Foreign Students Society - Overseeing the creation of high-quality, engaging, and relevant content across various platforms, such as social media, email newsletters, and other communication channels.			2022-23
<ul style="list-style-type: none">Core Member-Foreign Students Society - Organized Coalescence’23, The Annual Congregation of the Foreign Students Society.			2023
Achievements			
Extra – Curricular	<ul style="list-style-type: none">Award and Certificate of Appreciation for contributing as Content Head of the Foreign Student Society		2023
	<ul style="list-style-type: none">Certificate of Participation for Coalescence’23		2023
Professional Skills & Interests			
Skills	<ul style="list-style-type: none">Technical Skills: MS Office		
	<ul style="list-style-type: none">Managerial Skills: Adaptability Problem Solving Marketing		
	<ul style="list-style-type: none">Soft Skills: Communication Teamwork Time Management		
Interests	<ul style="list-style-type: none">Interests: Cooking, Gardening, Travelling, Sketching		

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