

# Prerika Singh

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## EDUCATION

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### Indian Institute of Foreign Trade

MBA (International Business), Majors – Marketing, Strategy

April 2026

CGPA: Result awaited

### Vivekananda Institute of Professional Studies, GGSIPU

B.Com. (Hons)

2021 - 2024

CGPA: 8.27/10

- Conducted three comprehensive and in-depth research projects analyzing **HR practice adaptations during COVID-19, the impact of CSR on organizational performance, and the influence of e-commerce on consumer behavior.**
- Contributed **20+ hours** of volunteer service in **National Service Scheme** & member of FinSec, the finance cell of VIPS

## WORK EXPERIENCE

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### Maersk Line India Pvt Ltd

Customer Experience Intern

Apr 2025 – June 2025

Mumbai, India

- Supported **Business Continuity Plan** development in IBS region, ensuring operational readiness of **20+ critical activities**
- Conducted **Business Impact Analysis** to identify high-risk operations, map dependencies, and establish defined RTOs
- **Collaborated with cross-functional teams** for alignment of plans with customer delivery commitments and service level
- **Communicated outcomes** and risk metrics through **Power BI dashboards** and management review sessions effectively

### JSW Steel

B2B Sales Intern

Nov 2024 – Jan 2025

Remote

- **Identified** and reached out to prospective B2B clients to build a consistent sales lead pipeline for the regional market
- **Assisted** with the onboarding of new clients and ensured completion of all required commercial documentation and records
- **Analyzed** regional steel pricing trends and competitor **market** dynamics to drive data backed quarterly sales decisions

### Uflex Limited

Marketing Intern

June 2023 – Aug 2023

Noida, India

- Coordinated between **sales and production** teams to ensure seamless order delivery aligned with marketing promises
- Conducted **comprehensive market research** to uncover **customer needs**, pain points and buying behavior patterns
- Contributed to **development and implementation of marketing strategies** to enhance overall sales performance

### MaxKart Beauty

Sales-Social Media Marketing Intern

Apr 2023 – June 2023

Remote

- Drove high impact **customer acquisition through targeted digital outreach and funnel-based selling approaches**
- Created engaging, trend-aligned **digital content**, driving **~30%** growth in social media audience reach and brand recall
- **Tracked performance of social media campaigns**, providing data-driven recommendations for continuous improvement

## POSITION OF RESPONSIBILITY

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### Senior Executive Member - Renaissance - The cultural committee, IIFT

- Managed ₹8L+ budget and delivered 15+ events for *Advait*, ensuring vendor coordination and sponsorship alignment
- Generated 40K+ views and a 520% spike in profile visits within a week through targeted multi-format fest marketing

### Junior Executive Member - Hostel and Mess Committee, IIFT

- Managed hostel & mess operations, overseeing vendors and resolving student grievances to ensure smooth service delivery

## ACHIEVEMENTS

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- Achieved a National Semi Finalist position in **Infosys Ingenious - The Grand Finale 2025** Case Competition
- Achieved a National Semi Finalist position in **Marico Over The Wall Season 13** Case Competition
- Earned a **black belt in karate**, emphasizing on my advanced level of expertise and years of rigorous training
- Participated in **district-level cricket competition**, honing my teamwork and strategic thinking on the field

## CERTIFICATIONS, SKILLS & INTERESTS

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- **Certifications:** Business Organisation and Management - Swayam; Marketing Psychology and Consumer Behavior – Udemy; Business Fundamentals: Marketing Strategy - Udemy; E-Business – Udemy
- **Analytics & Tools:** **Power BI** (dashboarding & visualization), **SQL** (basic queries), **Excel**, **PowerPoint**, **Canva**
- **Skills:** Marketing; Consulting; Sales; Digital Marketing; Growth Strategies; Brand Management; GTM Strategies
- **Interests:** Hobbies include reading, dancing, and a dedicated cricket enthusiast who finds joy in watching matches