



Pooja Keniya

MBA Student

Anand Institute of Management and Information Science,
Anand (GTU Affiliated)

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CAREER OBJECTIVE: Marketing and content writing professional skilled in communication, problem-solving, and leadership. Aiming to contribute to growth while pursuing long-term goals in book publishing and entrepreneurship.

ACADEMIC QUALIFICATION:

Examination/ Programme	Specialization	School/ College/ Department	Board / University & Year	Percentage/ Grade
M.B.A (Pursuing)	Marketing Management	Anand Institute of Management and Information Science (AIMIS)	Gujarat Technological University (Batch: 2023-25)	8.07 CPI (Till 2 nd Semester)
B.Com	Accounting & Financial Management	The Maharaja Sayajirao University (Baroda)	The Maharaja Sayajirao University (Baroda)	5.75 CGPA
H.S.C	Commerce	New Urmi School	GSEB	57.33 %
S.S.C	-	Shri Urmi School	GSEB	69.17 %

AREA OF INTEREST:

- ✓ Marketing
- ✓ Content Writing

STRENGTH:

- ✓ Content Writing.
- ✓ Problem Solving.
- ✓ Communication.
- ✓ Leadership.
- ✓ Time Management.
- ✓ Teamwork.
- ✓ Adaptability.
- ✓ Quick learner.

Technical Skills: MS Excel, MS Word, MS PowerPoint

Languages Known: English, Hindi & Gujarati

Appeared in Project Reports:

- ✓ Worked on "THE STUDY OF HOW CONTENT MARKETING CAN HELP BUSINESSES GROW." At Kia DigiTech under the Guidance of Prof. Dr. Komal Shukla of AIMIS and Mr. Milin Desai Founder of Kia DigiTech.

REFERENCES:

Prof. (Dr.) Komal Shukla

Anand Institute of Management and Information Science (AIMIS), Anand

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E-mail: komal.shukla@aimis.ac.in

Work Experience:

- ✓ Fresher

Declaration: I do hereby declare that all the information furnished above is true to the best of my knowledge.

Date: 08th September, 2024

Place: Vadodara

Signature
Pooja Keniya