

Babita Arjun Chaudhary



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Career Objective: I am ambitious and driven. I thrive on challenges and constantly set goals for myself, so I have something to strive toward. I'm not comfortable with settling, and I'm always looking for an opportunity to do better and achieve greatness. As an ambitious marketing student with a strong passion for Marketing, I am eager to leverage my academic knowledge and hands-on skills to contribute to dynamic marketing strategies. I seek an opportunity to gain invaluable experience by engaging with top industry leaders and marketing experts. With a focus on developing innovative, results-driven solutions, I am committed to learning, growing, and applying my abilities to drive success in the Marketing space. My ultimate goal is to continuously evolve into the best version of myself while making meaningful contributions to the field of marketing.

Education:

Post Graduate Diploma in Management (2024-26 Batch) - Pursuing
MKES Institute of Management Studies & Research, Mumbai
Specialisation: Marketing
AICTE Approved 2-year Full Time programme

Bachelor of Management Studies (Bsc.IT) - CGPA: 7.83
Nagindas Khandwala College, Mumbai passed in May 2024

Higher Secondary Education (12th) - Percentage- 89.92%
Matruchhaya College of Commerce, Arts & Science

Secondary School Education (10th) - Percentage- 75%
Vijay Nagar high School

Skills & Certifications:

- **Technical Skills:** Basic MS Excel, Power BI, MS Office
- **Soft Skills:** Managing Skills, Communication Skills, Social Skills, Leadership, Marketing Skills, Organizing Skills, Co-ordination, PR Skills, Multitasking, Critical Thinking
- **Languages:** English, Hindi
- **Certifications:** Google Ads, Social Media Marketing, Content Marketing

Work Experience:

ThinKitchen (Seeba Lifestyles Pvt. Ltd.)
August 2025 - September 2025

Project Intern

- Optimized and managed **product listings for 500+ SKUs** across thinKitchen's website & Amazon India.
- Crafted SEO-rich titles, bullet points, and descriptions that boosted visibility, clicks, and conversions.

- Transformed raw product data into engaging, customer-focused content aligned with brand tone & marketplace standards.

Summer Internship Project - Business Karma

May 2025- July 2025

Marketing Intern

- Executed B2B lead generation through cold calling, email marketing, and client pitching, achieving 8 successful client conversions during the internship.
- Managed end-to-end client onboarding and supported the client account post-conversion by streamlining their digital presence, marketing campaigns, and website enhancement strategies.
- Assisted in basic digital marketing activities such as campaign monitoring and reporting to support sales initiatives.
- Got opportunity to enhance my skills in sales strategy, client management, and communication, with direct exposure to real-time B2B sales processes.

SHARE Internship Project:

Analysing and Bridging Gaps in Shroffs Foundation Trust's Online Engagement

(25th Nov, 2024 to 7th Dec, 2024- Shroffs Foundation Trust, Vadodara, Gujrat)

Socially Aware Humanitarian Action for a Responsible Enterprise (S.H.A.R.E)

- Created a 15-day social media content calendar, boosting visibility and engagement.
- Designed impactful multimedia content to highlight success stories and SFT initiatives.
- Established a cohesive brand identity and streamlined content strategy.
- Increased engagement using interactive features and creative campaigns.
- Trained staff on digital best practices, ensuring long-term growth.

MKES IMSR

February 2024 - June 2024

Marketing intern

- Managed outbound calling campaigns to engage potential students, effectively pitching the institution's programs and converting leads into campus visits or enrollments.
- Assisted in the creation and management of engaging marketing content for various digital platforms, ensuring consistent and impactful messaging aligned with the institution's objectives.
- Built strong, professional relationships with prospective students and their families, providing them with detailed program information, answering inquiries, and guiding them through the enrollment process.

Achievements:

- Best Event Manager Award of Nagindas Khandwala College (Empowered Autonomous) in 2023-24
- Best Sponsorship, Hosting, Content and Mentor of TEAM RAYS during the academic year 2023-24
- As a Vice Chairperson and overall marketing head organized 'Bhavishya Bharat - National Award Festival for Social Work by Colleges', conducted on September 2022, which received participation from 15 states and 2 Union Territories

Extracurricular Activities:

- Chairperson of 'Neon Garba Night' a fund-raising event conducted on 09/10/22 for an Adivasi Village at Karambeliwadi, Pen Taluka, Raigad District
- Chairperson of the Intra College Cultural Festival - SYMPHONY 2023 and SYMPHONY 2024
- Chairperson of REVIVE 2023 - An Inter Collegiate Seminar
- Mentor of Social Media Committee, Marketing Committee, Content Committee, Sponsorship Committee, Celebrity Management Committee, Hosting Committee of TEAM RAYS during the academic year 2023-24
- Chairperson of YOUTH WITH VISION - a social work wing of Nagindas Khandwala College