



PRIYANKA NAUTIYAL

Marketing / Finance

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Professional Summary

- Creative MBA graduate with a passion for innovative marketing solutions. My hands-on academic projects and internships have taught me how to blend creative ideas with data-driven insights, from crafting engaging social media content to analyzing market trends. I thrive in team environments and am excited to bring fresh, effective strategies to a dynamic marketing team."

Education

- IMS Unison University, Dehradun (2021-2025)
- Integrated BBA-MBA (MARKETING & FINANCE)/ (CGPA - 7.95)
- Intermediate Completed From CBSE Board in year 2017.
- High School Completed From ICSE Board in year 2015.

Professional Activity

- DATA Analysis (MS word, Power point, Excel).

Work Experience

1. Admin Intern (MBA final year) - Worked in Dronacharya Academy, Dehradun (1st November 2024 - Currently working)

- Worked in the admin department during the final year of MBA and currently working there only
- Managed student records, attendance, and fee tracking.
- Handled daily office operations, inventory, and front-desk tasks.
- Coordinated meetings, events, and internal communication.
- Supported faculty in documentation and academic activities.

2. Marketing Research Intern - TLS Company Pvt. Ltd (2023)

- Conducted extensive market research to identify customer needs and industry trends.
- Analyzed financial and sales data to support strategic decision-making.
- Collaborated with senior management to develop marketing and sales strategies.
- Delivered data-driven presentations, leading to improved business insights.

3. Learner Facilitator – Bal Kalyan Samiti (2 months, 2022)

- Provided training on employee ability skills and digital literacy to young professionals.
- Developed and delivered interactive educational modules to enhance learning experiences.

4. Administrative Executive – Dronacharya Academy, Dehradun (2018–2020)

Achievements

- Achieved the title of 1st prize in the national Ethnic Day Competition organized by "Sevarth club" during the National unity day 2023, showcasing my commitment to celebrating diversity and fostering unity through active participation in curricular activities.
- Secured the prestigious title of 1st prize in 2024, "Ethnic Day" competition
- Participated in the Grandeur Fashion Show at the Annual Inter-University Techno-Cultural Fest Lamhe 2023, hosted by IMS Unison
- Received a special recognition award in a university-level poster-making competition.

Volunteer & Leadership Experience

- Served as a dedicated volunteer at the Global Investor Summit held in Dehradun 2023. This experience reflects my commitment to teamwork, organizational skills, and adaptability in high-profile settings
- Disciplinary Committee Member – IMS Club (Ensured smooth functioning of campus events)
- University Event Coordinator – Organized Lamhe - Annual Event, enhancing leadership skills

Extracurricular Activities

- Led team-building initiatives during university cultural events.
- Organized and participated in public speaking and debate competitions.
- Passionate about sports, event management and strategic planning.