

Reet Mittal

Phone: +91 9903623639 | Email: reetmittal2003@gmail.com | [LinkedIn](#)

EDUCATION

The University of Edinburgh – MA(Hons.) Business Management **July 2025**
Grade - 1:1 | Modules – Accounting, Business Research Methods, Global Challenges for Business, International Business, Marketing, Organisational Business, Psychological Well-being in Business, Strategic Management

La Martiniere for Girls, Kolkata (ISC- 97.75%, ICSE- 93%) **May 2021**
Relevant Subjects: Commerce, Psychology, Mathematics

WORK EXPERIENCE

- ERC India Pvt Ltd – Operations Manager** **August 2026 – Present**
- Leading end-to-end operational strategy, focusing on process optimization and scalability across business functions
 - Driving cost-efficiency initiatives and performance tracking systems to improve overall operational effectiveness
- KPMG UK – Audit Intern** **July 2023**
- Worked directly with client teams to collect financial data, resolve queries, and support audit timelines
 - Participated in audit fieldwork across multiple client sites, assisting in the examination of financial statements and supporting documentation
- The Box Mind – Junior Marketing Executive Intern** **April 2023 – July 2023**
- Designed and executed impactful marketing campaigns on Instagram, driving a 25% increase in engagement rate and acquiring 500+ new followers
 - Conducted thorough competitor research to inform industry best practices, resulting in a 15% enhancement of customer experiences through implemented recommendations
- Femhale – Junior PR & Communications Intern** **April 2023 – July 2023**
- Prepared comprehensive market research, contributing to a 10% increase in PR effectiveness by identifying and leveraging target audience preferences and trends
 - Drafted and enforced a successful partnership strategy, resulting in a 20% increase in brand visibility through collaboration with prominent industry influencers
- ASKA Investments Pvt Ltd – Marketing Intern** **June 2022 – Sept 2022**
- Employed optimization strategies based on data insights, leading to a 15% reduction in customer acquisition costs and a 12% improvement in conversion rates
 - Identified key performance indicators and tracked them consistently, 20% increase in campaign effectiveness
- ERC India Pvt Ltd – Business Analyst Intern** **April 2021 – Sept 2021**
- Proposed in-depth business process analysis, identifying cost-saving opportunities that led to a 10% reduction in operational expenses, resulting in £5,000+ in savings
 - Collaborated to create 5 insightful reports, dashboards, and visualizations, enabling data-driven decision
- FlourShower – Business Owner** **March 2018 – Feb 2020**
- Managed all aspects of production, inventory, and costs, driving a 24% increase in profitability
 - Utilized effective marketing strategies, including targeted social media campaigns and local event participation, to expand the customer base by 30% and acquire 100+ new customers within the first six months of operation

LEADERSHIP EXPERIENCE

- Business Society, Edinburgh University – Member** **Sept 2021 – Present**
- Spearheaded networking events, establishing connections with professionals from diverse industries
- UoE Entrepreneurs Society – Member** **Sept 2021 – Present**
- Worked with 5 aspiring student entrepreneurs, successfully launching 1 venture within 6 months
- Edinburgh University Baking – Member** **Sept 2021 – Present**
- Collaborated with team members to organize logistics, marketing, and sales efforts for fundraising initiatives
- Edinburgh University Marketing and Advertising Society – Member** **Sept 2021 – Present**
- Conducted an industry-specific workshop, attracting over 100 attendees with satisfaction rating of 4.7 out of 5
- Holding Hands – Volunteer** **June 2020 – June 2021**
- Recorded and released 20 audiobooks, significantly contributing to the educational support of visually impaired students, resulting in a total listening time of 100 hours

SKILLS & INTERESTS

Technical Skills – Microsoft Word, Excel, PowerPoint, HubSpot, Adobe Photoshop, Canva | **Languages** – English

(native), Hindi (Native) | **Interests** – Baking, Dancing, Basketball, Table Tennis, and Theatre/Dramatics

Awards – Edinburgh Award (Work Experience) Summer 2023- Self- led Professional development award issued by the University of Edinburgh Sep 2023; 1st Place: Make Your Mark 2023- Business competition matching profit with purpose, issued by The University of Edinburgh Feb 2023; 2nd Place- Millennium Youth Camp 2021- Presented a start-up idea to a group of four judges and over 200 audience members June 2021; The Young Chef India School Regional Top 10 Issued by I.I.H.M- International Institute of Hotel Management Aug 2020