

Ishani Jhunhunwala

[linkedin.com/in/ishani-jhunhunwala-a92bb9262](https://www.linkedin.com/in/ishani-jhunhunwala-a92bb9262) | (+91) 9831048351 | ishanijhunhunwala@gmail.com

Ashoka University

B.Sc Psychology, Minor in Entrepreneurship

- Dean's List

Sonepat, India

2021 - 2024

Modern High School For Girls (MHS)

ISC 90%

Kolkata, India

2021

WORK EXPERIENCE

India Tools Crafts Pvt Ltd

Production Manager

Kolkata, India

Aug 2024 - Present

- Building the digital presence of the family business, while also researching the potential markets for diversification
- Optimising production capacity, meeting monthly and yearly targets

The Ideas Lab, India's foremost digital & PR agency for lifestyle brands

Intern

Delhi, India

Jul - Aug 2023

- Worked on the Company's content, digital & event marketing strategy
- Supported the marketing projects, editorial projects, event production and tracking goals of the Company, produced creatives, both written and visual.

ITC, India's largest homegrown FMCG conglomerate

Market Research Intern

Kolkata, India

Aug - Sep 2022

- Conducted field market research on the impact of pandemic on sales channels and consumer behaviour on Cosmetics vertical, by interviewing 45 kirana store owners in West Bengal
- Prepared and presented sales research report to senior brand managers at ITC

Techmagnate, India's foremost marketing agency for NBFCs

Content Research Intern

Delhi, India

Jun - Jul 2022

- Actively participated in creating SEO campaigns, Google AdWords accounts, keyword research, customer analysis, social media marketing and effective content writing for a wide roster of clients at one of India's largest digital agencies

Open House (OH), Co-studying Space & Social Learning Platform

Market Research Intern

Kolkata, India

Jul 2020

- Conducted qualitative research to help OH improve its market offerings and recommended expansion strategies, and audited their course offerings to improve curriculum

EXTRACURRICULARS, LEADERSHIP & SERVICE

- Head of Marketing, Board Gaming Society, Ashoka University 2023-2024
- Market Researcher under Professor Vani Dandia, 2023
- Project Coordinator, Centre For Entrepreneurship, Ashoka University, 2023 - 2024
- Core Team Member, Banjaara - Annual Cultural Fest, Ashoka University, 2023
- Mess Committee Member, Campus Life Ministry, Ashoka University, 2022 - 23
- Community Learning Team Member, Ashoka Business Club, Ashoka University, 2022 - 2023
- Art Teacher, Disha Foundation for underprivileged students, 2017 - 2020
- 4th Level Diploma in Odissi, Sangeet Prayag Samiti, 2018

SKILLS & INTERESTS

Software: Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Canva

Interests: Odissi Classical Dance, Trekking, Adventure Sports