

# Archive CV details

## Kalindi Suchak

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### EDUCATION

- **Central Board of Secondary Education, India**

10th Grade - CGPA 10.0/10.0

Subjects: English, Hindi, Social Science, Science, Maths

June 2014-May 2015

### EXPERIENCE

#### KG's and INCHS - Social Media Marketing Intern

Mumbai

04/2021 - 09/2021

1. Restructured e-marketing strategy and algorithms after thorough competitor analysis, leading to enhanced digital marketing efforts and a notable 60% increase in followers.
2. Advised on various techniques such as search engine optimization for client growth, leveraging insights from online trends and engaging content strategies.
3. Effectively managed upcoming offers and meticulously planned their execution on social media platforms, resulting in the acquisition of more online clients through strategic campaigns.
4. Collaborated closely with the founder to design templates for efficient processing, ensuring seamless execution of marketing initiatives.
5. Created engaging posts and stories for upcoming challenges and offers, captivating the audience and driving participation.
6. Utilized operant conditioning techniques to involve the client base and encourage commitment follow-through, while also curating digital marketing strategies in collaboration with relevant brands to expand the audience base.

#### Payal Farsan and Sweets Mart – Multi-Faceted Business Support Specialist

Mumbai

06/2020 - 05/2021

1. Spearheaded multiple roles within the family business, including retail sales support during workforce shortages, addressing product inquiries and managing billing procedures, and overseeing social media marketing, digitalization, and customer service during the COVID-19 pandemic.
2. Implemented strategies to adapt to the evolving business landscape, such as developing ideas and promotions for transitioning to hybrid working models, resulting in a noticeable increase in product sales and market competitiveness.
3. Played a key role in training employees to adhere to COVID-19 guidelines, ensuring operational efficiency and compliance with safety protocols while maintaining high levels of customer service.
4. Proactively analyzed consumer trends and preferences to optimize product offerings and enhance outreach strategies, effectively predicting market shifts and crafting engaging media scripts for various purposes.
5. Demonstrated proficiency in resolving customer queries promptly and ensuring overall satisfaction, leading to an uptick in positive reviews and customer retention rates.
6. Managed cash handling responsibilities during busy festive periods, maintaining accuracy and efficiency in financial transactions, and effectively managed sales and customer service operations in high-pressure environments.

#### Path Breaker Skill Enterprises - Social Media Intern

Mumbai

02/2020 - 04/2020

1. Managed social media content across Twitter, Instagram, Facebook, and a mobile application, ensuring consistent and engaging posts aligned with the company's mission and branding.
2. Coordinated with a partner to optimize the content calendar, enhancing content scheduling and strategic posting across multiple platforms for improved online presence.
3. Accounted for post metrics including reshares, impressions, and amplification, effectively tracking progress and increasing Twitter engagement rate to 0.7%.
4. Leveraged data analysis to understand platform-specific trends, leading to a 28% increase in profile followings and informing future strategic goals and implementations.
5. Generated innovative ideas to increase reach and interaction, involving ambassadors in campaigns for growth and promotion, and suggesting collaborations with similar interest organizations.
6. Initiated campaigns promoting kindness and volunteering opportunities for youth during the pandemic, while actively moderating user-generated content to ensure alignment with the company's mission and branding.

**POSITIONS OF RESPONSIBILITY**  
**University of Mumbai - Mithibai College**

1. Held the position of Administrative Coordinator for Mithibai College Cultural Committee's Drama team. (June-December 2019)
2. Served as the content creator for the college's official YouTube channel, 'Mithibai Now' with a team of 8. (2019-20)
3. Hospitality Assitant in the Organizing Committee of Animaux- Mithibai's First Zoology Fest, helping manage and overlook hospitality for the festival at various locations. (2019-2020)

**EXTRA-CURRICULAR INVOLVEMENTS**

1. Completed a 30-hour online experiential learning program in clinical psychology organized by The Mind Garden. (October 2020)
2. Participated in a workshop on communication skills conducted by Mrs. Padma Rolla. (February 2020)

**VOLUNTEERING AND COMMUNITY ENGAGEMENT**

**1) National Service Scheme (NSS) Team Leader (2018-2020):**

- Progressed as a team leader of 9 during the second year of the National Service Scheme.
- Actively participated in and organised campaigns for pulse polio vaccination, AIDS awareness, cleanliness drives, anti-dowry rallies, Swacch Bharat Mission (Clean India Mission), tree plantation drives, paper bag projects and more.
- Contributed to college projects focused on slum development and coastal clean-up drives.

**2) NSS Rural Village Residential Camp (7 days):** Engaged in a transformative 7-day residential camp in a rural village, immersing in the local lifestyle to better understand their daily challenges and the importance of connecting communities to access necessities like milk, hospitals, and schools. Focused on bridging disparities and bringing everyone to the same level of essential resources and opportunities, fostering a sense of community and equity

**3) Volunteer Leader (October 2018):** Served as a volunteer leader in a 4-day workshop conducted by Art Paathshala, dedicated to educating the underprivileged and fostering their growth.

**4) Harmony International Conference (2019):** Actively participated in the Harmony International Conference for Youth Against Slavery, engaging in initiatives addressing critical global issues

**Soft Skills:** Event hosting support; Social media engagement techniques; Customer service; Recruiting; Student success initiatives; Feedback reporting; Group instruction

**Hard Skills:** Market Research, Strategy Research and Consulting; Information gathering and analysis; Business Analysis; Administrative abilities.

**Transferable Skills:** Customer service; Recruiting; Feedback reporting; Group instruction

**Technical Skills:** Microsoft Excel, PowerPoint, Word, Outlook, Teams, Canva,

**Languages:** English, Hindi, Marathi, Gujarati