



# ANJALI ADKE

[anjaliadke@gmail.com](mailto:anjaliadke@gmail.com)

+91 9082310676

---

## OBJECTIVE

Ambitious professional with a passion for learning and exploring new opportunities. Skilled in market research and relationship building to drive business growth. Eager to leverage my abilities to discover innovative solutions and contribute to organizational success.

---

## EDUCATION

### Bachelor of Management Studies | 2024 | CGPA – 8.90

- Vivekanand Education Society's College of Arts, Science and Commerce

### HSC | 2021 | 85.67%

- Vivekanand Education Society's High school and JR College

### SSC | 2019 | 82.60%

- Kumud Vidya Mandir

---

## OTHER QUALIFICATIONS

**MS-CIT** - Anubhav Computer Institute

**Fundamentals of Digital Marketing** - Google – Online

**Product Management** - Upgrad – Online

---

## EXPERIENCE

### Kritva Technologies pvt Ltd

#### Business Development Intern | Apr -2024 – Current

- Conducted research and generated lists of potential customers
- Supported the creation and execution of outbound sales campaigns while deploying growth-hacking strategies

- Worked on B2B marketing communication and been part of market research and business development teams
- Worked on email campaigns for lead generation, writing campaign-driven content, and engaging in B2B calling
- Provided regular reports and analysis on lead generation activities, performance, and outcomes
- Collaborated with the team to develop and implement strategies for lead conversion and customer acquisitions.

### **Marketing Executive | Feb 2023 – Jan2024 | Part-time**

- During my one year as a Marketing Executive at ShapeUpNow17, I focused on connecting the company with potential clients by effectively communicating and building relationships. I helped expand the client base through outreach efforts, which contributed to the growth of the business.

### **Stree Chetna, Chembur**

#### **Volunteer**

- Worked as volunteer as administrative assistant Stree Chetna NGO, contributing time and skills to support initiative focused on empowering women and fostering community development.

---

## **EVENT INVOLVEMENT**

---

Led and organised **Quiz-o-holic** a prominent college event, serving as the Event Head. Demonstrated strong Leadership and organisational skills.

Initiated and managed a food stall as part of **SEWA - Social Entrepreneurship Welfare Activity** in college generating revenue dedicated to supporting specially-abled students.