

# Kareena Poonia

Marketing enthusiast with an interest in creating and executing social media campaigns that are interactive and targeted.

## EXPERIENCE

**Foxy (ekaneK), Vasant vihar** – September 2023-present

*customer service and operations intern*

- Handling shopify shipment mapping ,scrapping and rto issues
- Handling delay orders and NDR orders

**Glitz N Style, Worldwide, New Delhi** – March 2022 - September 2022

*Social media and customer relations intern*

- Handling and executing client requests for social media.
- Conceptualizing designs for digital artwork like invitations and posters.
- Building storyboards for social media campaigns, developing them through editing apps Canva, iMovie and Lightroom.

**Anata, New Delhi** – Nov 2021 - Feb 2022

*Business development and customer relations intern*

- Engaged in customer meetings, gathering feedback and insights to enhance service offerings and improve customer satisfaction.
- Responded to customer inquiries, resolving issues promptly.

**Unschool, New Delhi** – March 2021 - Oct 2022

*Sales and marketing intern*

- Promoted the coursework using social media and search for recruits.
- Managed a team of three and tracked their progress for my manager.
- Monitored innovative marketing trends during weekly meetings.

Vasant Kunj, New Delhi  
[kareenapoonia13@gmail.com](mailto:kareenapoonia13@gmail.com)  
+91 9717710479 | [LinkedIn](#)

## SKILLS

Microsoft Office and Google Workspace

Social Media Marketing through email marketing, google ads

Website design using WordPress tool

## CERTIFICATIONS

**Google's Fundamentals of Digital Marketing:** Running effective ad campaigns

**SEMrush Academy's Social Media:** Content strategy, social monitoring and engagement as well as best practices

**SEO:** Optimizing a website to perform well in search engines

**Email Marketing:** Designing and delivering to running analytics

## LANGUAGES

English, Hindi, Russian

## EDUCATION

**Hansraj College, Delhi University** – Jan 2023 - June 2023

### *Digital Marketing Course*

Special project: Executed brand development strategies by creating a website - [CIS Med Tour](#) - as well as a logo and a social media presence for a medical tourism company that provides service to foreign nationals.

**Amity University, Noida** – Aug 2019 - Nov 2022

### *Bachelor of Business Administration*

Special projects: A dissertation on marketing strategies adopted by fashion brand Calvin Klien and on the success Life insurance corporation found in gaining and retaining customers.



