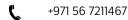


CONTACT



anika542001@gmail.com

Sharjah, UAE

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Valid residence visa till 2026

Valid drivers license till 2024

SKILLS

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- Microsoft Office

LANGUAGES

English

Hindi

Arabic (beginner)

German (beginner)

Anika Vernekar

PROFILE

As a recent advertising and marketing graduate, I am eager to apply my education and skills in a dynamic professional setting. I am dedicated to contributing to supporting team goals and taking on additional responsibilities.

EDUCATION

University of Leeds, UK

September 2022 - September 2023

Leeds University Business School

Master of Arts in Advertising and Marketing

Relevant Coursework : Advertising, Digital and Interactive Marketing, Brand Management, Marketing Communications and Media Planning and Strategy.

Manipal University, Karnataka, India

July 2018 – May 2021

Manipal Institute of Communication Bachelor of Arts in Media and Communication

Relevant Coursework : Advertising and Public Relations, Copywriting, Integrated Marketing Communication, Advertising Campaign Planning and Execution.

EXPERIENCE

Trescon, Manipal, India

Conference and Production Intern

May 2021 - July 2021

- Spearheaded comprehensive market research on AI adoption trends in Singapore, employing Audience Segmentation and Market Analysis skills.
- Contributed to the development of a commercially successful conference program through indepth phone-based research, showcasing expertise in Strategic Planning and Consumer Behavior.
- Executed SWOT analysis, aligning conference content with delegate and sponsor interests for effective networking, demonstrating skills in Market Research.

Manipal Institute of Communication, India

Sub-editor for AM Plus newspaper

August 2019 - November 2019

- Editorial Excellence: Ensured precise editing and content consistency to maintain high editorial standards.
- Team Collaboration: Worked seamlessly with writers, photographers, and designers to meet deadlines and maintain editorial quality.
- Content Enhancement: Provided valuable feedback to writers and improved article quality and reader engagement.

ACADEMIC PROJECTS

Impact of Influencer Marketing on Brand Trust, Brand Awareness and Brand Loyalty *Final Dissertation*

Increase in eCommerce sales of luxury brands under the new normal Group Marketing Research

Effectiveness of E-learning on students during covid pandemic *Mid semester research paper*

LEADERSHIP AND ORGANIZATIONS

Pro.Verb Debate Tournament, Manipal Institute of Communication, Manipal *Volunteer in Hospitality and Logistics Department*

Article -19 Event Manipal Institute of Communication, Manipal Volunteer in Agenda Management team