



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 in-depth 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

CONTACT

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📍 Sharjah, UAE

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)