

JOVITHA J

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FEMALE| 23| DOB:28/09/2000 | NIFTEM-K

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CAREER OBJECTIVE: I started my Journey with a B.Sc. (Hons)degree in Agriculture, working on farms and understanding the foundation of food systems. Then gained end-to end operational management exposure at ITC's manufacturing unit. Steve Jobs' statement "Marketing is about creating value" made me realize that marketing isn't just about creativity it's about understanding people and delivering value, something that truly excites me to take this Marketing path. During my digital marketing internship at Cook N Klean, I learned how strategies are built and positioned to reach the right audience. My research on Gen Z consumers further strengthened my ability to tackle the future Digital Business world. Now, I'm eager to contribute to a team where I can learn, grow, and support meaningful brand building. With curiosity, a strong work ethic, and a practical mindset, I'm ready to work hard and focus on learning to add value to the company.

SUMMER INTERN & WORK EXPERIENCE:

Cook N Klean	Mar 2025 - Jun 2025	Digital Marketing Intern	<ul style="list-style-type: none">Managed Google My Business and SEO, improved brand discoverability locally (Increased by 28%)Omnichannel Marketing to Increase salesCreated Ideas and Executed Social media campaignsIncreased Customer Engagement, Contributed to audience growth and engagement.
ITC Ltd Food Division (ICML), VIRALIMALAI	Jul 2024 - Aug 2024	Management Intern (Operations, Production, Logistics Management)	<ul style="list-style-type: none">Gained first-hand experience on FMCG products production lines operation and logistics.Projects Undertaken:<ul style="list-style-type: none">1.Inventory Space Optimization2.FIFO – Violation, Analysis & Reduction
RURAL AGRICULTURAL WORK EXPERIENCE (RAWE)	Dec2021- Apr 2022	Agricultural Field Officer Training under Assistant Director of Agriculture (ADA)	<ul style="list-style-type: none">Worked directly with the Assistant Director of Agriculture to promote government schemes (ODOP, PMKSY Scheme Promotion etc.).Engaged with farming communities to understand rural Agri market.Village-Development

ACADEMIC PROJECTS:

RESEARCH PROJECT	Jan 2025 - Jun 2025	MBA Research Scholar	<ul style="list-style-type: none">Studied Gen Z's consumers behaviour on digital food platforms.Focused on understanding user retention triggers and online purchase behavioural patterns.Research topic: AI-Driven Food Recommendation System: A Study on Indian Gen Z Consumers' Trust, Perception, and Buying Behaviour in Online Food Delivery Services
ACADEMIC PROJECT	May 2022- Aug 2022	Production, R&D	<ul style="list-style-type: none">Osmotically Dehydrated Guava (Product Development & Packaging)Protected Cultivation of Vegetable crops (Capsicum)Commercial Mushroom Cultivation (Oyster Mushroom)

EDUCATIONAL BACKGROUND:

EDUCATION	INSTITUTE NAME	SPECIALIZATION	Percentage/ CGPA	PASSING YEAR
MBA(FABM)	National Institute of Food Technology Entrepreneurship and Management (NIFTEM-K)	FABM+ Marketing	8.28	Ongoing (2023-25)
BACHELORS B.Sc. (Hons)Agriculture	Tamil Nadu Agricultural University (Don Bosco College of Agriculture-Affiliated)	Agriculture	76.60%	2022
XII	Infant Jesus Matriculation Hr Sec School	Bio-Math's	80.67%	2018
X	Infant Jesus Matriculation Hr Sec School	-	94.60%	2016

CERTIFICATIONS & HIGHLIGHTS:

ACHIEVEMENTS	1st Place in ENCASE (Product Pitching Competition)
CERTIFICATIONS	<ul style="list-style-type: none">Certified in Digital Marketing Essentials & Power BI - Microsoft Power BI Desktop for Business IntelligenceBasics of Human Resource Management.Student Immersion program at IIM Nagpur – 1 WeekStudent Immersion program at IIM Jammu – 1 week
AWARDS	Letter of Appreciation from collector of Ranipet district for Rural Outreach Initiatives during RAWE

CORE SKILLS & STRENGTHS

- Brand Communication & Storytelling
- Content planning and Digital outreach
- Market Research & Data Analysis
- Growth & Performance Marketing (Digital + Organic)
- User Engagement & Consumer Behaviour Analysis
- Rural and Urban Consumer Connect
- International Trade of Agricultural produces
- FMCG Supply Chain Familiarity
- Multi-Channel Media Strategy & ROI Optimization
- B2B Sales & Marketing (Modern Trade, General Trade & HoReCa)

SKILLS

- Technical Skills:** Canva, Power BI, Excel, GMB, PowerPoint, Word, SPSS, Smart PLS
- Non – Technical:** Creative Thinker, Curious Learner, Detail-Oriented, Adaptive Communicator, Team Collaboration & Cross-Functional Execution

CAMPUS LEADERSHIP & COMMUNITY

- BizMaC (NIFTEM-K) Social Media Executive** Organised campus event, Ideated the content for over 7 campaigns.
- NSS Secretary, DBCA (TNAU)** – For 2 Years Organized plantation drives, awareness rallies, and rural campaigns, interacted with hundreds of people.

CO-CURRICULAR & SERVICE

- Volunteer at WFI-2023, ICMANES-2023, SUFALAM-2024, WFI-2024, AAHAR-2025, SUFALUM-2025
- Active in Rural Extension RAWE- 2022, Village Adoption Program VAP 2024
- Passionate about Art, Cultural Events, and Blending Creativity with Strategy

LANGUAGES

- Tamil (Native Fluency)
- English (Professional Proficiency)