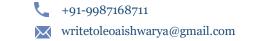
AISHWARYA CHAUDHARI

PGDM Marketing - IMT Ghaziabad



WORK EXPERIENCE L&T Infotech 2 Years

Software Engineer, Analytics and Information Management

(Oct '16 - Nov' 18)

- Attained a customer delight score of 91% by mastering client requirements and providing 500+ smart reporting solutions
- Achieved 93% efficiency rating by timely co-ordination with 200+ team members and international third party vendors
- Mentored a support team comprising of 12 junior members to on-board and train them for the on-going project
- Designed a deployment process management guide which was adopted as the gold standard for all future reports

EXAMINATION/BOARD	YEAR	INSTITUTION	MARKS
PGDM Marketing	2021	Institute Of Management Technology, Ghaziabad	7.35/10
B. Tech Mechatronics	2016	Father Conceicao Rodrigues Institute of Technology, Navi Mumbai	7.75/10
Class XII, Maharashtra State	2011	M.H Jr. College, Thane	72.83%
Class X, Maharashtra State	2009	Little Angel's English Medium School, Palghar	91.38%

PROJECTS & INTERNSHIP

Summer Internship / Mediacom, GroupM, Mumbai

(May to June '20)

Project Title: Impact of COVID-19 on consumer behavior in the FMCG Hygiene Category

- Tracked the shift in shopper purchasing drivers in 5 categories and gauged its influence on e-commerce and retail distribution
- Analyzed the comparative brand performance of Whisper vis-à-vis 4 prominent brands in menstrual hygiene
- Recommended 3 category learnings to help Proctor & Gamble India drive communication using social listening

Sales and Distribution Management / Bisleri, Ghaziabad

(Oct to Dec '19)

- Completed SKU analysis vis-à-vis competitors covering 24 retailers and created a shopper engagement funnel
- Suggested solutions to attain retail sales growth by acquiring an end-to-end understanding of the sales network

Marketing Management / Sirona, Ghaziabad

(Feb '20 to Mar '20)

- Developed the Go-To-Market (GTM) strategy for menstrual cups using consumer insighting, consumer journey mapping
- Devised 2 innovative solutions to induce trials and increase adoption rate amongst young women

SCHOLASTIC ACHIEVEMENTS

•	National Finalist, from a total of 2500 participating teams, 3M-CII Young Innovators Challenge Awards	
•	Campus Winner, in a batch of 1200 students, Reliance T.U.P 5.0	2019
•	Winner, Marketing World Cup, National Level inter-college marketing competition, IMT Ghaziabad	2019
•	Winner, Neuherbs NewLife, corporate sponsored inter-college business case competition, IMT Ghaziabad	2019
•	Winner, Wall Street Warriors, strategy case competition organized by MarkUp, official marketing club, IMT Ghaziabad	2019
•	Awarded LTI Valuable Performance Award 2017 for being amongst the top 2 performers in a 500+ employees account	2017
•	Awarded LTI Team Performance Award 2017 for being the best performing team in Service Delivery Excellence category	2017

POSITIONS OF RESPONSIBILITY

• General Secretary, Student Council, batch of 1100 students, IMT Ghaziabad

2020-21

2019

2020

2020

- Recruited and mentored 20 junior team members to achieve career and organizational excellence
- Managed 19 student committees and clubs to ensure smooth execution of all events conducted on campus
- Core Organizing Committee Member, Annual Management & Cultural Fest Passion, IMT Ghaziabad
 - Raised sponsorship worth 18+ lakhs and built valuable media partnerships with 6 leading national media houses
 - Achieved 4.5/5 star cyclist's satisfaction rating by conceptualizing and organizing Cyclothon for 400+ cycling enthusiasts
- Student coordinator from Student Council, IMT Ghaziabad Coursera for Campus Initiative

Spearheaded the digital transformation after COVID by kick-starting the Coursera partnership for 1000+ student licenses

Successfully resolved 100+ student concerns and mediated communication between the Management and Coursera

EXTRACURRICULAR INTERESTS

Volunteer, Chakravyuh, National Level inter-college sporting event, IMT Ghaziabad

• Certified in Astronomy and Astrophysics, Centre for Extra-Mural studies, Mumbai University

2018 201 2015

Appreciated by Director for contributing quality content impacting 1000+ students to the national portal www.stupidsid.com

ADDITIONAL INFORMATION

- Well versed with various management reporting tools such as MS Office, Cognos BI Report Studio, Tibco Spotfire, Talkwalker
- Hobbies Hand-Lettering
- Please find a more comprehensive view of work and achievements at www.leoaishwarya.com