

WORK EXPERIENCE		L&T Infotech	2 Years
Software Engineer, Analytics and Information Management			(Oct '16 – Nov' 18)
<ul style="list-style-type: none"> 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			
<ul style="list-style-type: none"> 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 Procter & Gamble India drive communication using social listening 			
Sales and Distribution Management / Bisleri, Ghaziabad			(Oct to Dec '19)
<ul style="list-style-type: none"> 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)
<ul style="list-style-type: none"> 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			
<ul style="list-style-type: none"> 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 Winner, Marketing World Cup, National Level inter-college marketing competition, IMT Ghaziabad Winner, Neuherbs NewLife, corporate sponsored inter-college business case competition, IMT Ghaziabad Winner, Wall Street Warriors, strategy case competition organized by MarkUp, official marketing club, IMT Ghaziabad Awarded LTI Valuable Performance Award 2017 for being amongst the top 2 performers in a 500+ employees account Awarded LTI Team Performance Award 2017 for being the best performing team in Service Delivery Excellence category 			<p>2020</p> <p>2019</p> <p>2019</p> <p>2019</p> <p>2019</p> <p>2017</p> <p>2017</p>
POSITIONS OF RESPONSIBILITY			
<ul style="list-style-type: none"> General Secretary, Student Council, batch of 1100 students, IMT Ghaziabad <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 			<p>2020-21</p> <p>2019</p> <p>2020</p>
EXTRACURRICULAR INTERESTS			
<ul style="list-style-type: none"> Volunteer, Chakravayuh, National Level inter-college sporting event, IMT Ghaziabad Certified in Astronomy and Astrophysics, Centre for Extra-Mural studies, Mumbai University Appreciated by Director for contributing quality content impacting 1000+ students to the national portal www.stupidsid.com 			<p>2020</p> <p>2018</p> <p>2015</p>
ADDITIONAL INFORMATION			
<ul style="list-style-type: none"> 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 			