

ALFIYAS K P

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Education

Institute of Management in Kerala, University of Kerala, Kariavattom Campus Oct. 2021 – Sep 2023
Master of Business Administration- Finance and Marketing Trivandrum, Kerala

MES College Marampally Jul. 2018 – Apr 2021
Bachelor of Commerce- Computer Applications Ernakulam, Kerala

Relevant Coursework

- Financial Analysis
- Comparative Analysis
- Problem Solving
- Digital Marketing
- Ratio Analysis
- Data Management
- Marketing
- UGC NET

Experience

Madhyamam Daily Sep 2023 – Present
Management Trainee Kochi, Kerala-Full Time

- engaged in a variety of roles related to Advertisement and Marketing..
- I have gained valuable experience in Space Selling and Client Relations. My responsibilities encompass Ad Sales, Media Selling, Space Selling, Event Selling, and Digital Selling.

Chegg India, Inc May 2022 – Sep 2023
Academic Expert-Online Hybrid

- specializing in Finance, I have harnessed my expertise to assist students in their academic pursuits.
- My journey as a Chegg Expert has allowed me to immerse myself in the world of finance and develop strong communication and problem-solving abilities.

Amazon India, Jul 2018 – Sep 2023
Affiliate Marketing Online

- Engaged in digital marketing and online selling through the Amazon India affiliate program.
- Successfully contributed to the growth of affiliate marketing initiatives, showcasing proficiency in digital selling strategies.

Projects

Financial and Operational Performance of Kerala Bank: a Comparative Analysis Pre and Post Merger | *Ratio Analysis*

- Our mission was to comprehensively analyze the financial and operational dimensions of Kerala Bank's performance before and after its merger with 13 district cooperative banks (DCBs)..
- Our study contributes valuable insights to the cooperative banking sector and assists policymakers, regulators, and stakeholders in making informed decisions
- Utilized Ratio Analysis, Financial Analysis, Comparative Analysis, Percentage Analysis, and Data Interpretation methodologies to conduct an in-depth examination of Kerala Bank's financial and operational performance.

Technical Skills

Languages: English, Malayalam, Hindi
Programming Languages: C, HTML, JavaScript, SQL
Software Tools: MS office, PowerPoint, Excel, Tally ERP
Technologies/Frameworks: GitHub, WordPress

Leadership / Extracurricular

Campus Cricket Team 2021 – 2023
Captain Kerala University Campus

- * Competitively played in intercollegiate and club cricket tournaments.
- * Led a team of 11 players, conducting daily coaching sessions to oversee progress and foster team development.

Junior Red Cross 2013 – 2016
Member JHSS THANDEKKAD

- * Successfully completed all three level exams.
- * Engaged in various initiatives to provide assistance to those in need, contributed to environmental conservation, and actively participated in school and Junior Red Cross activities.

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Profile

I am Alfiyas K P, a highly motivated professional with a strong educational foundation and diverse experiences in the fields of finance, marketing, and academia. I hold an MBA with a specialization in Finance and Marketing from the prestigious Institute of Management in Kerala (IMK) at Kerala University's Kariavattom campus. My academic journey has been enriched with significant achievements, including being twice qualified for the UGC NET in Management and an enthusiast in finance and marketing. My journey has been marked by dedication, learning, and a commitment to excellence, making me a valuable asset in any professional setting.

Event Organization

Convinor, Mania (Managers in Action) - IMK Department, University of Kerala, Kariavattom Campus. <https://www.imkmania.online>

Activities included

- - Led the organization and execution of a two-day management fest, overseeing diverse competitions and workshops.
- - Created and presented a comprehensive sponsorship brochure.
https://www.imkmania.online/img/pdf_20230624_172715_0000_compressed.pdf
- - Successfully attracted participation from over 50 colleges and 1000+ students, enhancing the event's competitiveness.
- - Developed and managed the event website, improving online presence and accessibility.

Project Intern - Kerala State Cooperatives Bank Limited

Activities includes

- - Led a transformative merger project in the cooperative banking sector, conducting financial and operational analyses.
- - Provided valuable insights for policymakers, regulators, and stakeholders based on comprehensive data analysis.
- (https://github.com/ALFIYAS7/ALFIYAS7/blob/main/ilovepdf_merged.pdf).

Certifications

1. UGC NET - Management
 - Issued by: University Grants Commission (UGC)
 - Issued: Apr 2023
2. Fundamentals of Digital Marketing
 - Issued by: Google
 - Credential ID: 9TV KXR 9T9
 - Issued: Aug 2022
3. Google Ads for Beginners
 - Issued by: Coursera
 - Credential ID: TPXFJV4VCWHR
 - Issued: Aug 2022
4. Use Canva to Create Social Media Visuals for Business
 - Issued by: Coursera
 - Credential ID: WPV8WY8GQZMA
 - Issued: Aug 2022
5. Write Professional Emails in English
 - Issued by: Georgia Institute of Technology
 - Credential ID: X4G3NS32FYH2
 - Issued: Aug 2022

Education

1. MBA (75%+ First Class), Kerala University, (2021 - 2023)
2. B.Com (First Class, 69%), MES College Marampally, Kerala (2018-2021)
3. Plus Two (First class with Distinction, 91%), JHSS Thandekkad, Kerala India (2016-2018)
4. SSLC (First class with Distinction, 95%), JHSS Thandekkad, Kerala India (2015-2016)