

V JESHWANTH,

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CAREER OBJECTIVE

To work in some new areas in a stable organisation where I can utilise my skills to position my professional career by developing customer relations with new and existing customers

EDUCATION

Courses	College / University	Year of passing	%age/ CGPA
Masters (MBA)	CMS BUSINESS SCHOOL (Jain deemed to be university)	2021	7.34
UG (BBA)	SRM UNIVERSITY	2019	6.7
INTERMEDIATE	Sri Chaitanya Bharathi jr. college	2014	76.4%
SSC (10 TH)	Gautham talent school	2012	8.8

PROFESSIONAL COURSES & CERTIFICATIONS:

BRAND MANAGEMENT(SWAYAM)

- Applying concepts of brand architecture and design to a real-world business scenario
- Brand personality that falls within the framework of Jennifer Aaker's Brand Personality
- Situations that require brand re-positioning between product and brand positioning
- Planning and executing an integrated brand communications strategy tools to create brand recognition and recall.

FINANCIAL INSTITUTIONS AND MARKETS (NPTEL):

- Functions, and operations of the financial markets and institutions operating in India.
- Roles of financial system on economic development.
- Issues related to risk and return, the role of regulatory bodies, mechanism of commercial banking, operations of insurance companies and mutual funds.
- Importance of small savings, provident funds, pension funds and credit rating agencies.
- Evaluation of the mainstream markets of various financial instruments such as call money, bond, stock, derivatives and exchange rate.

SKILLS

- MICROSOFT POWER POINT
- MICROSOFT EXCEL
- OPERATING SYSTEMS : Windows: 7, 8, 10.

ACADEMICS PROJECTS

- **ORGANISATION STUDY in Heritage foods limited for 15 days**
- Organisation Study activity helped to exposed the business level functions/processes of Marketing, Operations and Quality functions, Finance functions and Human resource functions
- Organisation Study preceded by a comprehensive study of the global scenario, Indian scenario, key players in the industry, market share analysis, their strategies.
- A strong mentoring programme helped to expose the business functions and processes involved in realising corporate goals.

PERSONAL TRAITS:

- Good interactive skills with empathetic nature toward colleagues
- Versatile positive attitude and self-made.

GRADUATE PROJECT:

MARKET FUNCTIONS AND STRATEGIES FOLLOWED BY SUGUNA PROTEINS.

- Measuring the impact of content marketing.
- Market test methods for projection of past sales and time series analysis for statistical demand analysis
- Demographic analysis for services economy.
- Tools used SWOT analysis, Marketing mix and Alternative forecasting models

EXTRA CURRICULAR ACTIVITIES:

- Watching Tv series
- Working on Bikes
- Social media enthusiast

PERSONAL INFORMATION:

- Full name : Veluru Jeshwanth
- Date of Birth : 14- 08 - 1996
- Father's Name : Veluru Ravikumar
- Gender : Male
- Languages known : English, Telugu, Tamil .
- Permanent add. : Tirupati
- Hobbies : Playing badminton ,Carroms , watching movies , Biking .