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 (10TH) | 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 .