



ANANDHAKRISHNAN M NAIR

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PROFILE - SUMMARY

MBA professional with expertise in business management, finance, marketing, logistics, process optimization, and retail merchandising. Skilled in financial analysis, strategy development, and operational improvement, with experience as a Financial Analyst, Project Intern, and Supply Chain Intern. Proven in driving customer acquisition, enhancing client relationships, and identifying business opportunities. Adept at optimizing workflows, improving efficiency, and delivering results across functions and industries.

EDUCATION

- MBA(Retail & Fashion Merchandise)**
Footwear Design & Development Institute (FDDI)
Aug 2023 – present | Hyderabad, Telangana, India
- B.Com(Taxation & Marketing)**
Chinmaya Vishwa Vidyapeeth University (CVV)
Jun 2019 – Jun 2022 | Ernakulam, Kerala, India

SKILLS

- Leadership & Time Management
- Critical Thinking & Analytical Skills
- Accounting & Taxation
- Logistics & Marketing
- Business Management
- Advanced Excel & Power BI
- Microsoft Office & Salesforce

CERTIFICATES

- Career Essentials in Business Analysis by Microsoft and LinkedIn
- Inbound Marketing Optimization (HubSpot- Academy)
- Social Media Marketing (HubSpot- Academy)
- From Excel to Power BI (Coursera)

PROJECTS

- Study On TE Connectivity CRM Practices**
Jun 2024 – Jul 2024
Analyzed CRM practices at TE Connectivity, using data insights and engagement strategies to enhance customer retention and support business growth.
- Strategic Retail Research**
Aug 2023 – Oct 2023
Conducted comprehensive analysis of market trends to uncover key retailer insights, applying competitive analysis, customer behavior insights, and trend forecasting to support data-driven strategic recommendations.

ACHIEVEMENTS

- Runner up (SIBM)**
Symbiosis Institute of Business Management
Jan 2024
Earned the runner-up position in the quiz competition at the SIBM University Inter-College Fest.

HOBBIES

Sports | Reading | Music | Photography

PROFESSIONAL EXPERIENCE

- MILMA ERCMPU Ltd**
Supply Chain Intern
Jul 2024 – Aug 2024 | Ernakulam, India
- Conducted market research and analyzed customer feedback to identify opportunities for product improvements and enhance customer experience.
 - Evaluated customer engagement and market trends, driving strategic sales initiatives that expanded market reach and identified new sales opportunities.
 - Led outbound sales efforts, converting leads into sales and contributing to revenue growth while maintaining high customer satisfaction and product quality.
 - Managed customer acquisition and resolved client concerns, building long-term relationships and enhancing customer retention.
 - Supported marketing and operational efficiency initiatives, optimizing delivery processes and increasing market presence.

- TE Connectivity Pvt Ltd**
Project Intern
Jun 2024 – Jul 2024 | Bengaluru, India
- Collaborated with cross-functional teams (Sales, Marketing, Lead Identification) to support project objectives, ensuring alignment across departments and driving project success.
 - Conducted in-depth analysis of the challenges faced by employees regarding the implementation of new sales policies, providing actionable insights to optimize employee performance and policy adoption.
 - Gained hands-on experience in sales strategies, including outbound sales, cross-selling, and upselling, to improve customer acquisition, retention, and revenue generation.
 - Utilized ERP & CRM tools like Salesforce to enhance data management, customer relationship tracking, and gained industry-specific knowledge in products like sensors and connectors.

- Bharat Petroleum Corporation Ltd**
Financial Analyst Intern
Jun 2021 – Jul 2021 | Ambalamugal, Kochi, Kerala, India
- Analyzed BPCL's financial statements (balance sheet, income statement, cash flow) to assess financial health, focusing on key metrics like liquidity ratios, debt-to-equity ratio, and cash flow sufficiency.
 - Performed comprehensive financial analysis using ROI, profitability ratios, and other key performance indicators (KPIs) to evaluate business performance and inform strategic decisions.
 - Evaluated BPCL's investment portfolio and capital allocation to assess wealth management effectiveness and ensure alignment with organizational financial goals.
 - Benchmarked BPCL's financial performance against industry peers, identifying growth opportunities and providing actionable insights to enhance financial strategy and operations.

EXTRA-CURRICULAR ACTIVITIES

- Photography Club**
Co-Founder
Sep 2019 – Jun 2022 | Ernakulam, Kerala
Co-founded the college Photography Club, led inter-college events, and enhanced our college fest through creative initiatives, showcasing strong leadership and event management skills while fostering a vibrant campus community.

LANGUAGES

Malayalam | English | Hindi | Tamil