







# ANANDHAKRISHNAN M NAIR

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 https://anandhakrishnan-portfolio.web.app/

## SUMMARY

Driven and detail-oriented MBA professional dedicated to contributing to organizational success through strategic innovation and a commitment to continuous improvement. Eager to collaborate with dynamic teams, expand professional horizons, and deliver impactful solutions that drive meaningful outcomes.

## 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
- Financial Reporting & Tax Compliance (GST,Tax Filing)
- Project Management & Marketing
- Advanced Excel & Power BI
- Microsoft Office & Salesforce

## PROJECTS

**Sales Strategy & Policy Optimization (TE Connectivity)**  
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 (FDDI)**  
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)**  
Jan 2024  
Earned the runner-up position in the quiz competition at the SIBM University Inter-College Fest.

## 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)

## HOBBIES

Photography | Sports | Travel | Music | Reading

## 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.
- Drove strategic sales initiatives by analyzing market trends and customer engagement, leading outbound efforts to convert leads, expand market reach, and achieve revenue growth while ensuring customer satisfaction and product quality.
- Drove customer acquisition and retention by resolving client concerns and building long-term relationships, while supporting marketing and operational initiatives to optimize delivery processes and enhance market presence.

### **TE Connectivity Pvt Ltd**

Project Intern

Jun 2024 – Jul 2024 | Bengaluru, India

- Collaborated with cross-functional teams to support project objectives, ensuring alignment across departments and driving project success.
- Analyzed challenges in new sales policy implementation, providing insights to enhance employee performance, while gaining experience in outbound sales, cross-selling, and upselling to drive customer acquisition, retention, and revenue growth.
- Gained expertise in utilizing ERP and CRM tools like Salesforce for data management and customer relationship tracking, along with industry-specific knowledge of 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.
- Gained experience in evaluating BPCL's investment portfolio and capital allocation for effective wealth management, while benchmarking financial performance against industry peers to identify growth opportunities and enhance financial strategies.

## 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