Aishwarya
Master of Business Administration 2025-27

aishwarya.mba25125@iimkashipur.ac.in	LinkedIn	9084811125

Educational Background

Degree	Institute	Score	Year
MBA	IIM Kashipur	80.0%	2025-2027
Bachelor of Science	University of Delhi	81.2%	2020-2023
Class XII, HBSE	Science	87.8%	2017-2018
Class X, HBSE	General Studies	90.2%	2015-2016

Professional Experience — 24 Months

Internshala	Associate - Operations	Apr 2024 - Jun 2025

• Managed end to end business operations, execution, and the delivery of multiple high impact customer facing programs by fostering strong cross-functional collaboration aligning them closely with the product roadmap and business goals, ensuring 100% on time project completion
• Designed & developed 10+ interactive dashboards (Excel) to track program performance metrics, user engagement, escalation trends, operational KPIs, enabling data driven decision-making, proactive risk assessment, and feature prioritization for the future releases
• Led operational improvement initiatives by streamlining workflows, updating SOPs, and embedding agile practices into day to day execution, mentored a team of three interns to drive measurable gains in process efficiency, shorten cycle times, improved TAT and the service quality
• Enhanced customer retention by conducting process diagnostics, implementing targeted process and product lifecycle management (PLM) improvements, and customer journey mapping into the operational workflows maintaining a sustained NPS of 4.5/5 across the key offerings

Internshala	Associate - Sales	Jul 2023 - Mar 2024

• Made sales pitch decks, conducted cold calls, improving conversion ratios & led to ₹45 lakhs in revenue using the CRM tools (LeadSquared)
• Collected consumer insights through discovery calls to identify customer needs, product gaps, directly influencing product improvements
• Used user feedback & performance data to enhance personalized multichannel outreach and strategic B2B sales efficiency and effectiveness

Internship

Webnnel	Creative Content	April 2021 - May 2021

• Created short form content focused on the brand-driven narratives & customer personas, contributing to the increase in user engagement rate and ROI also Managed the overall storytelling & campaign strategy of Webnnel's dynamic and evolving digital presence across platforms
• Developed creative and on brand Instagram captions that boosted interaction by 7%, leveraging competitive benchmarking, while reinforcing a consistent and recognizable brand voice to drive reach and visibility for the Webnnel's web application across necessary digital touchpoints

Projects

Branding Strategy for an Electronics Brand Phoenix Global	• Generated GTM strategy for a digital electronics brand, conducted market research, STP (Segmentation, Targeting, Positioning), and Primary & Secondary data analysis to uncover behavioral patterns and digital consumption trends • Applied trend forecasting, business analytics, and channel optimization to recommend actionable interventions across various digital & offline media that improved expected brand visibility, customer retention, and engagement

Certifications

Certifications	• Lean Six Sigma Green Belt from Grant Thornton: Trained in DMAIC methodology to reduce the variation and cost, doing root cause analysis (RCA), supply chain optimization, and Workflow automation for continuous improvement • Brand Management from Phoenix Global: Learned to create go to market strategy combining brand positioning, value proposition design, customer acquisition tactics, and competitive benchmarking to drive market penetration • Python Certification from Udemy: Learned python for data transformation, regression analysis, exploratory data analysis (EDA), data visualization, predictive modeling, Statistical Techniques to solve business & analytical problems •MySQL for Data Science from Coursera: Learned cleaning, transformation, joins, subqueries, aggregate functions, indexing, data extraction, relational database management (RDBMS), and reporting techniques with optimization

Skills

Hard Skills	Excel | Python | SQL | JIRA | A/B Testing| Power BI | Lean Six Sigma | R Programming
Soft Skills	Adaptability | Collaboration | Leadership | Problem Solving | Presentation | Communication

Others

Extracurricular	• Volunteered for the Connecting Dreams Foundation, provided academic support to the underprivileged children • Supported people with disabilities by inclusive campus initiatives and promoting awareness in campus for EOC
Hobbies	• Passionate about growing plants, combining patience and care to nurture greenery and create sustainable spaces • Interested in tracking global developments in biopharma, patient-centric innovation, and healthcare data strategy