





CHAITRA SHREE B R

Business Administration Professional

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PROFESSIONAL SUMMARY

Dedicated business administration student with experience in strategic analysis, communications, and educational research. Proven ability to conduct market research, manage communications, and deliver comprehensive analysis reports. Strong leadership background with award-winning achievements in entrepreneurial challenges and state-level competitions.

EDUCATION

Indian Institute of Management Bengaluru Bachelor of Business Administration, DBE
09/2024 - 2027 (Expected)

Physics Wallah IOI Entrepreneurship & Technology Management
11/2023 - 2024

PES PU College 12th PCMB: 88.16%
2019 - 2021

Swargarani School 10th ICSE: 86.4%
2019

PROFESSIONAL EXPERIENCE

Head of Communications

[Graviton](#) | 06/2024 - 09/2024

Led communication initiatives and student engagement programs for the organization Instructed students from Odisha in confidence-building and spoken English skillsDeveloped and implemented a structured curriculum that measurably improved students'reading fluency andpronunciation over a three-month period Managed internal and external communications for programs and initiatives

Strategy and Consulting Intern

[PW Gurukulam](#) | 02/2024 - 04/2024

Conducted comprehensive research on secondary schools across different states in Indiadeveloped detailed analytical reports on educational infrastructure and opportunities analyzed the Pathshala model of PW for strategic implementation and expansion assisted in developing strategic recommendations based on research findings

PROJECTS

Competitive Analysis

06/2024

- Conducted a comprehensive analysis of Vidhya Bharti school, examining educational approach, infrastructure, and market positioning
- Produced a detailed analytical report with actionable insights and competitive advantagesidentified key differentiators and strategic opportunities in the educational sector

Consumer Sentiment Analysis

06/2024

- Researched and analyzed consumer sentiment regarding prestigious Indian academic institutions
- Utilized market research methodologies to gather and interpret data developed a comprehensive report highlighting perception trends and strategic implications
- Presented findings to stakeholders with recommendations for institutional positioning

SKILLS

Technical Skills

MS Office Suite
Strategic Analysis
Market Research
Data Analysis
Content Creation
Social Media Management
Project Management
Basic Graphic Design
Business Development
CRM

Industry Knowledge

Educational Sector
Startup Ecosystem
Business Strategy
Marketing Principles
Corporate Communications
Entrepreneurship

Soft Skills

Leadership
Communication
Critical Thinking
Problem-Solving
Time Management
Public Speaking Adaptability
Teamwork

Languages

English (Professional) Kannada (Native) Hindi (Proficient)

ACHIEVEMENTS & LEADERSHIP

- Finalist in Zonal Representative South Zone competition at IIM Bengaluru
- Winner of the Ad Campaign War by PW IOI, demonstrating exceptional creative and strategic abilities
- Runner-up in Startup Month Challenge hosted by PW IOI, showcasing entrepreneurial acumen
- Recipient of the prestigious Rajya Puraskar state-level award in Scouts and Guides
- Multiple zonal-level awards through Scouts and Guides participation
- Experienced event anchor for corporate functions, presenting to CXOs and industry experts