

# AAMNA KHATOON

(+91) 9523655198  
[aamnak89@gmail.com](mailto:aamnak89@gmail.com)  
Bangalore

## EDUCATION

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<b>PG Program in Management</b>	<b>IMT, Ghaziabad</b>	<b>2020 – 2021</b>
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- PG Program in Management with 72% from Institute of Management Technology, Ghaziabad
- Specialization in Sales & Marketing
- Post graduate Coursework: Marketing management, Business communication, Accounting and Finance, Decision Sciences, Business Economics, Advanced Marketing Management, Sales and distribution management, Organisational Behavior, HR Management and Legal, Operations and Supply chain, and Business Strategy.

<b>Master of Science</b>	<b>Magadh University</b>
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- Master of Science with 71.5% from Magadh University.

## PROJECT EXPERIENCE

### Projects

- **Sineflex - Healthcare (2021).** Built and presented a pitch deck to an external stakeholder. Identified the target audience for creating a personal branding strategy. Designed thinking, worked on analysis of the business problem, raised multiple iterations of the solution, implemented solution and measured efficiency.
- **Marengo Motors (2021)** Worked as Lead Data Analyst for Marengo Motors, came up with a plan of action which ultimately helped in deciding which model to manufacture. Formulated null and alternative hypotheses statement, Performed hypothesis testing, Understood the significance of errors, Performed regression analysis and determined the regression equation, Calculated the overall predicted profit, Identified the right model to invest in, Identified the model for which the increased price has a higher impact on sales, Rebuilt the regression model using significant variables only and explained the impact on the adjusted R-squared value
- **Operations and supply chain (2021)-** Acted out a simulation in which, selected design options based on the estimated change in demand, profit and other variables, predicted demand based on consensus, planned production across suppliers with different costs, lead times and capacities and allocated production.
- **Back bay battery (2021)-** Formulated and articulated a strategy in an uncertain market environment, distributed R&D funds to emerging technologies based on the firm's strategy. Responded to the changing market dynamics and the threat of technological disruption and ensured that the firm continues to innovate for the future.
- **Castrol India Limited (2020)-** Evaluated three new distribution strategy models and suggested a suitable model that caters to the changing market conditions and is cost neutral as well. Recommended strategies for market development and penetration when the company is a market leader. Understood the nuances of implementation methods and related issues.
- **TruEarth healthy foods (2020)-** Performed market research for launching a new product category, analyzed and interpreted the data to decide whether to bring new product in the market, recognized the importance of perceived value to customers for new product as compared with existing products. Understood the limitations of making decisions based on research and available data.
- **New Heritage Doll Company (2020)-** Applied the concepts of Accounting and Finance to make project funding decisions, funded the projects based on budgetary constraints.

## SKILLS

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- Strategy, Marketing, Management

## Hobbies

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- Playing Badminton, Listening Music, Cycling, Reading Novels