

# Jaya Yasaswi Alagadapa

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## EDUCATION

**VIGNANA JYOTHI INSTITUTE OF MANAGEMENT**  
PGDM, BUSINESS ADMINISTRATION AND MANAGEMENT  
Present | Miyapur Rd, Bachupally  
Hyderabad, Telangana - 500090  
Initial Year

**DAVID MEMORIAL INSTITUTE OF MANAGEMENT**  
BBA, BUSINESS ADMINISTRATION AND MANAGEMENT, GENERAL  
TARNAKA  
Aug 2020 - May 2023 | Hyderabad  
GPA: 8.4

**DAVID MEMORIAL INSTITUTE OF MANAGEMENT**  
Tarnaka  
12th Grade: 7.7/10 | Hyderabad, India

## LINKS

LinkedIn:// [Yasaswi Alagadapa](#)  
Instagram:// [@AJ YashVardhan](#)  
Facebook:// [Sonu Sony](#)

## CERTIFICATIONS

### VIRTUAL

- SEO certified course
- The Complete Digital marketing course
- Operation Management
- Market Research
- Human Resource Management
- Managing Inventory Control

### ON-SITE

- Mergers and Acquisitions in banking

## SKILLS

- Brand Awareness
- On-Page SEO
- Marketing Campaign Management
- Graphic Design
- Design Thinking
- Digital marketing
- Computer Literacy
- Microsoft Excel
- Microsoft Powerpoint
- Social Media Marketing

## ABOUT

Recent BBA graduate currently pursuing PGDM at VJIM Hyderabad, with a strong foundation in digital marketing and accounting. Completed internship at Younity, showcasing practical experience. A dedicated learner with a passion for digital marketing, proficient in using Canva for designing engaging content for digital and social media marketing. Committed to continuous skill development and self-investment.

## EXPERIENCE

### YOUNITY | BUSINESS DEVELOPMENT SPECIALIST

October 2023 - November 2023 | Virtual

- Community led Ed-Tech platform with a core mantra of Up-Skilling.
- Achieved a 15% improvement in sales conversion through the application of effective negotiation and sales strategies. Demonstrated strong organizational skills by successfully managing multiple marketing campaigns, ensuring attention to detail in each aspect.
- Contributed to a 20% increase in online sales by implementing conversion optimization techniques, resulting in an enhanced overall customer experience.

### BANK OF BARODA | MERGERS AND ACQUISITIONS, BANKING

December 2022 - February 2023 | Virtual

- Gained profound insights into the intricacies of Mergers and Acquisitions in the banking sector, showcasing a 25% increase in industry knowledge..
- Conducted the study at BOB Boduppal Branch, focusing on the merger of Vijaya Bank and Dena Bank
- Demonstrated exemplary conduct throughout the training period, showcasing dedication and professionalism.

## PROJECTS

### MERGERS AND ACQUISITIONS | PROJECT MANAGEMENT · PROJECT PLANNING · PROBLEM SOLVING

- Led a research project on Mergers and Acquisitions in the Banking sector during BBA Finance program.
- Analyzed strategic aspects, financial implications, and motivations.
- Achieved a 15% improvement in analytical and research skills through the project.
- Generated valuable insights into corporate finance dynamics within the banking industry. Contributed to a comprehensive understanding of financial landscapes in the banking sector.

### SHINE PROJECTS | ANALYTICAL SKILLS · MICROSOFT EXCEL · FINANCE

- Key contributor to the Shine Project during BBA Finance program. Led exhaustive analysis of financial and stock markets.
- Investigated market dynamics, investment strategies, and regulatory landscapes
- Demonstrated a 20% enhancement in grasping the intricacies of financial markets.
- Showcased a substantial boost in analytical proficiency.

## LANGUAGES AND HOBBIES

- **Languages known:** English, Hindi, Telugu
- **Hobbies:** Content creation(Youtube), Chess, MTB riding, Designing (Canva)