

# ANANYA DHARIWAL

+91-6364522668

ananyadhariwal01@gmail.com

Bangalore, Karnataka

Ananya Dhariwal

## EDUCATION

### Mount Carmel College, Autonomous

Bachelor of Business Administration (2nd Year)

2023-2026

Score : 89% (2<sup>nd</sup> year)

### Mount Carmel PU College

Department of Pre-University Education - Class XII

2021-2023

Score : 96%

### Vidya Niketan School

Indian Certificate of Secondary Education (ICSE) - Class X

2011 - 2021

Score : 94%

## SKILLS

### Courses Completed

#### Marketing and Strategy

- Brand Management
- Consumer Neuroscience and Neuromarketing
- Advertising and its Impact on Society
- Global Marketing
- International Business
- Corporate Strategy

#### Economics and Finance

- Microeconomic Policies
- Financial Modelling using Excel

#### Data Analytics

- MS Power BI

## PROJECTS

### Consumption Pattern of Cadbury's Chocolates: Survey – August 2024

Conducted a survey which helped in analysing and understanding the key factors that influenced the consumption pattern of Cadbury's chocolates among the residents of Bangalore.

### Report on Recent Mergers and Acquisitions: A Case Study on Dr Keurig Dr Pepper, Nutrabolt, PSA Groupe and Ford Chrysler – September 2024

Conducted an in-depth analysis of the acquisition of Nutrabolt by Keurig Dr Pepper, focusing on the financial implications, market expansion, and strategic advantages.

### Waste Management of Mount Carmel College's Canteens: Triple C and Purple Corner – March 2023

Gathering and analysing data and then providing solutions for improving the waste management techniques followed by our college.

## EXPERIENCE

### Intern, The Giving Tree, Bangalore (June-July 2024)

- Worked with a corporate gifting company specializing in handmade, eco-friendly products.
- Gained a comprehensive understanding of companies marketing and social media operations.
- Assisted in content generation - blogs, product posters and new product's promotional videos using Canva
- Used Google Analytics and Zoho to analyze customer engagement and social media metrics.
- Contributed to enhancing the company's online presence and engagement strategies

### Intern, Unbox Experience, Bangalore (May 2025)

- Worked at a boutique consulting firm specializing in leadership development, innovation, and organizational transformation.
- Created strategic blog and micro-content on innovation, leadership, and gamification to enhance digital presence.
- Applied AI tools (Notion, Napkin AI, DeepSeek) to streamline content creation and research workflows.
- Designed infographics and SEO-optimized visual assets to communicate complex business ideas effectively.
- Executed digital growth tactics including guest blogging, directory listings, and social platform engagement.

## ACHIEVEMENTS

- 2nd Place - Case Study Presentation of a Human Resource Management Event.
- A+ grade in Financial Modelling
- Awards for outstanding academic performance in the 12th grade

### Personal Development

- Member of the Literary Association
- Core Member of Center for Innovation, Incubation and Entrepreneurship

## INTERESTS

### Academic

- Branding & Advertising
- Consumer Psychology
- Consumer Neuromarketing and Neuroscience
- Design Thinking

### Non-academic

- Reading
- Doodling and Sketching
- Movies
- Music