

# Madhu CV

Strategy-Driven MBA Scholar | Vision-Led Thinker | Innovation-Centric Value Creator

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## Objective

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Seeking a dynamic opportunity to apply my MBA learning, business insight, and creative problem-solving in roles that contribute real value to forward-thinking teams.

## Experience

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### Indus Valley Agro Seeds Pvt. Ltd.

*Marketing Intern | June – August 2023*

- Led competitor research across agrochemical markets; insights drove strategic repositioning of key products in low-performing regions.
- Boosted distributor engagement by **12%** by designing multilingual brochures and campaign materials for 20+ rural partners.
- Created WhatsApp-ready infographics and culturally relevant videos, enhancing digital brand recall in rural markets.
- Coordinated field visits across 2 zones; gathered farmer insights to refine messaging and improve market alignment.
- Supported the hybrid seed launch with region-specific marketing aligned to sowing calendars, increasing early adoption.

### Sadhguru Shree Venkatachala Enterprise, Bengaluru

*Business Analytics Intern / Jan-march 2024*

- Analyzed sales data across SKUs to optimize procurement; improved inventory turnover by **20%** and reduced dead stock.
- Built Excel dashboards (pivot tables, slicers) to track sales and product performance, enabling faster decisions.
- Automated reporting using macros, cutting manual work by **30%** and boosting accuracy.
- Collaborated with sales, operations, and procurement teams to align strategies and reduce stockouts.
- Segmented customers by buying behavior; insights led to targeted campaigns and improved retention.

## Skills & Certifications

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- Business Analysis & Strategic Thinking — *Business Analyst Fundamentals* – **Coursera , BCG Forage**
- Excel & Data Handling — *Excel Course*
- Project & Time Management — **Google Project Management**
- Consulting Fundamentals — **Emory Consultant Course, BCG Virtual Experience**
- Presentation & Communication — MS PowerPoint, MS Word
- Leadership & Collaboration — Led academic teams, college fests
- Creative Problem Solving — Applied in real-time projects and case tasks

## Education

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<b>Master of Business Administration (MBA)</b>
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Mount Carmel College, Bengaluru

2025 – Present ( 2nd Semester)

<b>Bachelor of Commerce (Bcom)</b>
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KLE Degree College, Nagarbhavi

2021 – 2024

<b>Pre-University Course (2nd PUC)</b>
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KLE College, Nagarbhavi

2020 – 2021

<b>10th Standard</b>
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Vidhya Vahini School

2018 – 2019

## Key Accomplishments

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- Led an **invited guest session** on *Entrepreneurial Mindset*, equipping peers with practical strategies, growth thinking, and real-world applications.
- **Cleared CA Foundation** while pursuing full-time BCom, showcasing academic commitment and strong time management.
- **Emceed and Scripted** college fests and formal programs, demonstrating confident public speaking and program planning.
- **Spearheaded coordination and execution** of 5+ major college events, managing logistics, flow, and audience engagement.
- **Recognized for creativity and clarity** in business demos, marketing showcases, and concept-based activities .
- **Completed 5+ industry-relevant certifications** in business analysis, Excel, consulting, and project management.
- **Built a weekly personal productivity system** using habit tracking, journaling, and self-auditing to enhance focus and consistency.