

VB BHAVITHA

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SUMMARY

B.Com graduate with experience in business operations, GST work, reconciliations, and client coordination. Interested in FMCG marketing and brand roles, especially in areas like consumer understanding, simple market research, basic merchandising, and supporting brand activities. Comfortable with Excel, data organisation, and on-ground execution tasks. Quick learner, organised, and excited to grow in a brand-focused role at Paper Boat.

EDUCATION

- **BACHELOR OF COMMERCE – MOUNT CARMEL COLLEGE AUTONOMOUS, BENGALURU**
- **PRE-UNIVERSITY (CEBA) – BISHOP COTTON WOMEN'S CHRISTIAN COLLEGE, BENGALURU**
- **CBSE (CLASS 10) – ITI CENTRAL SCHOOL**

INTERNSHIPS

Business operation Intern at Bright Tech Insulations, Bengaluru Jan 2022- Jan 2023

- Maintained 100% GST compliance, improving financial process accuracy.
- Handled client coordination, reconciliations, and documentation.
- Supported operations with quotations, tender submissions, and reporting.
- Gained hands-on experience in process control, documentation accuracy.

CONTENT intern @ KSHITIKSHA FOUNDATION Jan 2025- Feb 2025

- Developed content on social and environmental initiatives.
- Assisted in campaign planning and coordination.
- Gained exposure to community engagement and awareness-building strategies..

PROJECTS

Project : Campa Cola Re-Introduction

- Conducting research on consumer behavior, brand perception, and pricing strategy.
- Benchmarking against FMCG competitors (Coca-Cola, Pepsi).
- Studying retail placement, visibility elements, POSM use, and in-store activation opportunities.
- Developing recommendations aligned with brand repositioning and go-to-market strategy.

Project : TATA ESG Stimulation project

- Proposed strategies balancing profitability, ESG compliance, and operational risk controls.
- Analyzed sustainability metrics and long-term business impact

SKILLS

TECHNICAL SKILLS

- MS EXCEL
- MS POWERPOINT
- MARKET RESEARCH & ANALYSIS
- DIGITAL MARKETING BASICS
- BUSINESS DOCUMENTATION
- DATA INTERPRETATION
- TREND ANALYSIS

SOFT SKILLS

- ANALYTICAL THINKING
- PROBLEM-SOLVING
- ATTENTION TO DETAIL
- COMMUNICATION
- COLLABORATION
- TIME MANAGEMENT
- ADAPTABILITY

Academic achievements and awards

- o Awarded Distinction by Bishop Cotton Women's Christian College for academic excellence.
- o Awarded Completion of CMA Foundation exam by Institute of Cost and Management Accountants of India (ICMAI)