

# MURUGAN ARUNACHALAM K

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Coimbatore

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## Objective

To gain hands-on industry exposure by applying my creativity, analytical thinking, and business understanding to real-world organizational challenges. I seek a summer internship opportunity where I can continuously learn, contribute fresh ideas, and support marketing and communication-related initiatives with enthusiasm. I am particularly interested in understanding business operations, market dynamics, research, planning, coordination, branding basics, and structured decision-making in today's fast-evolving business environment.

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## Education

**Master of Business Administration (MBA)**-Amrita School of Business, Coimbatore , 2025-2027,  
GPA (Term I) - 8.00

**Bachelor of Commerce in Accounting & Finance** -Sri Krishna Arts and Science College,  
Coimbatore , 2023 , CGPA: 8.1

**HSC(State Board)** - Commerce with Business Mathematics-Lisieux Matriculation Higher Secondary  
School, Coimbatore ,Year: 2020, Percentage - 84.16%

**SSC(State Board)** - Chinmaya Vidyalaya Matriculation Higher Secondary School , Year: 2018 ,  
Percentage - 78.6%

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## Languages known

English

Tamil (Native)

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## Certifications & Courses

**Microsoft Office Specialist (MOS): Excel Associate 2019**

**Issuing Authority: Microsoft**

Credential: [Verified Digital Badge \(Credly\)](#).

Year: 2026

## Managing Change in Organizations

**Issuing Authority : NPTEL**

Course Duration : 3 Months (Jan-Mar)

Credential:NPTEL21MG22S21342089

Year : 2021

## Consumer Psychology

**Issuing Authority : NPTEL**

Course Duration : 3 Months (Sep-Nov)

Credential:NPTEL20HS57S31340620

Year : 2020

## Projects

### **Sri Krishna Arts and Science College, Coimbatore | 2020-2023**

**Project Title :** “The Role of Advertisement Media on Consumer Buying Behaviour”

**Objective:** Studied how different advertisement media influence consumer purchase decisions.

**Description:** Collected and analysed survey data using Chi-square and ANOVA to assess media effectiveness.

**Outcome:** Gained practical exposure to consumer behaviour analysis and enhanced skills in data interpretation.

### **Amrita School of Business, Coimbatore | 2025-2027**

**Objective:** To understand how companies build their brands and how markets respond to them by learning through real examples, practical projects, and classroom discussions.

**Description:** Explored how brands use market data and consumer-related insights to shape business decisions. Used Power BI to convert raw data into clear, story-driven dashboards and MySQL to work with structured datasets that support market analysis. Applied analytical thinking to an ESG performance study of Indian companies by examining ROA and ROE, gaining insight into how sustainability outcomes influence brand credibility, investor confidence, and market perception.

**Outcome:** Enhanced analytical and research skills, improved communication and presentation abilities, strengthened teamwork and time management skills, and developed knowledge of branding, marketing analysis, and ESG performance.

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### **Internship: Audit Intern – NVP & Co., Chartered Accountants (2 Months, Undergraduate)**

**Description:** Worked on recording bank transactions and entries in Excel, learned basic GST filing, and gained exposure to Tally operations.

**Outcome:** Improved understanding of accounting procedures, GST compliance, and data entry accuracy in real audit environments.

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## Skills

### **Hard Skills**

**Microsoft Excel (MOS Certified – Excel Associate 2019)** – Pivot Tables, VLOOKUP/XLOOKUP, IF functions, Charts, Data Analysis

**Microsoft PowerPoint (Basics)** - Basic ability to create structured presentations.

**Microsoft Word (Basics)** - Basic experience in preparing and formatting reports and documents.

**Tally ERP (Basics)** - Basic exposure to accounting entries and transaction flow using education mode.

**VBA / Macros (Awareness)** - Basic understanding of using macros and VBA code with AI assistance

**Canva (Basics)** - Basic use of Canva for creating presentations and simple marketing posters.

### **Soft Skills**

**Presentation skills** - Able to present topics confidently and engage the audience effectively.

**Observant and detail-oriented** - Notices small details while doing assigned tasks.

**Planning and organizational skills** - Plans work in advance and keeps tasks well-organized to meet deadlines efficiently.

**Team coordination and task delegation** - Works with team members by first gathering their inputs, valuing everyone's ideas, and then completing the task.