

# MURUGAN ARUNACHALAM K

+91 8838289429

muruganarunachalamk@gmail.com

[www.linkedin.com/in/murugan2606](https://www.linkedin.com/in/murugan2606)

Coimbatore



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## Objective

To gain real-world marketing experience by applying my creativity and analytical skills to practical challenges. I am currently seeking summer internship opportunities to enhance my learning and professional growth. I aim to grow as a marketing professional who learns continuously, brings fresh ideas, and contributes with enthusiasm. I'm passionate about understanding consumer behaviour, digital marketing, market research, consumer insights, branding, Excel analysis, and data interpretation in today's fast-changing market.

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## Education

**Master of Business Administration (MBA)**-Amrita School of Business, Coimbatore , 2025-2027

**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

**Consumer Psychology**

**Issuing Authority : NPTEL**

Course Duration : 3 Months (Sep-Nov)

Year : 2020

**Management Change in Organizations**

**Issuing Authority : NPTEL**

Course Duration : 3 Months (Jan-Mar)

Year : 2021

## **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 people respond to them by learning through real examples and practical projects.

**Description:** Completed case studies on Gillette and Barbie focusing on brand positioning and gender-based marketing; conducted an ESG Performance Growth of Indian Companies project using R Studio analyzing ROA and ROE relationships.

**Outcome:** Enhanced analytical and research skills, deepened knowledge of consumer psychology, marketing analysis, and ESG performance.

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

**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**

- Tally ERP (Basics)
- Microsoft Excel (Basics)
- Microsoft PowerPoint (Basics)
- Microsoft Word (Basics)

### **Soft Skills**

- Observant and detail-oriented
- Analytical thinking and problem-solving
- Planning and organizational skills
- Team coordination and task delegation