

Megana Ganapathiraju

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[LinkedIn Profile](#)

ACADEMIC PROFILE

2021	MBA SIBM Bengaluru
2019	6.82/10.00 CGPA
2019	BTech. (CSE) Indian Institute of Information Technology Vadodara
2015	78.60%
2015	Class XII Sri Chaitanya Junior College, Vizag (AP Board)
2014	96.00%
2013	Class X Dr. KKR's Gowtham International School, Vizag (AP Board)
2012	97.00%

LANGUAGES KNOWN

English, Telugu, Hindi

HOBBIES & INTERESTS

Music, Travelling,
Photography

WORK EXPERIENCE

8 MONTHS

KPMG Global Services (KGS) | Business Associate

(APR'21-Present)

- Working under the Global Collaboration and Knowledge team in managing research projects of multiple sectors.
- Working with the onshore clients in conducting in-depth research to support them in business development, internal strategic initiatives by providing them with insights and recommendations to formulate strategies.
- Key capabilities include developing proposal to pitch the clients, conducting company and industry analysis, thought leadership reports, competitive intelligence, qualitative and quantitative benchmarking of industry KPI's and others.

SUMMER INTERNSHIP / ACADEMIC PROJECT

2 MONTHS

Pulse Sports Pvt. Ltd. (Sports 365) | Sales and Marketing Intern

(May'20-Jun'20)

- Developed a strategy to increase the vendors of e-learning companies onto Schools 365, a new wing of Sports 365.
- Conducted the in-depth market research to understand the market scenario of online educational platforms.
- Made proposal and communication plans to approach both vendors (e-learning platforms) and users (parents, students, and school authorities).

INTERNSHIPS & PROJECTS

Project | Avasar Foundation

(May'20-Jun'20)

- Online volunteering project of social media campaign for Avasar foundation.
- Creation and writing of content by analysing the parents and student's opinion towards Avasar foundation through telephonic interviews.

Internship | Endeavour Youth

(Mar'18-Apr'18)

- Virtual Internship of marketing a Blood donation app, which helps in connecting the donor to the person in need.

Project | IIIT Vadodara

(Sep'17-Nov'17)

- Worked on a team project in software engineering course to implement a startup idea based on Solid waste management under Prof. Asim Banerjee (DAIICT, Gujarat).
- Created a web application through which customer can book slots to pick up waste and gain points which they can further redeem in buying recycled/reused products.

Internship | Namaste Vizag

(May'17-May'17)

- General sales of Namaste Vizag's micro website services in Vizag for both companies and individuals.
- Increasing sales by identifying and promoting the services in the food chain sector.

EXTRA CURRICULAR ACTIVITIES

- Volunteer | Manual Creatives | Utopia, SIBM Bengaluru (2019)
- Volunteer | Hospitality | Utopia, SIBM Bengaluru (2019)
- Volunteer | Offline Marketing | Utopia, SIBM Bengaluru (2019)
- Volunteer and Participant | Summer School on Speech and Signal processing, DAIICT (2017)

OTHERS

- Runner up in Endeavor mock placement, 2018
- Volunteered in teaching around 40 kids in Gandhinagar
- Participated and Organized Krieva, IIITV Cultural Fest 2016 and 2017.
- Completed Rann of Kutch trek with Invincible NGO
- Volunteering with an NGO Pathshala in teaching Mathematics for a kid of Jharkhand virtually.