**YESWITHA GUTHA**

**yeshwitha.g@gmail.com**

**School Address Home Address**

IIPM TOWER,6-3-252/2 #301 ,

IIPM School of Business and Economy Prince avenue apartment,

Erramanzil,Banjara Hills, STV Nagar,

Hyderabad-500082 Air Bypass road,

[info.hyderabad@iipm.edu](mailto:info.hyderabad@iipm.edu) Tirupati-517502

9989104413

**CAREER OBJECTIVE**

Seeking a challenging position that will best use my communications and organizational skills.

**EDUCATION**

**ISBE (Indian Institute of Planning and Management, School of Business and Economy)**

**Masters in Business Administration** expected in Marketing Communication, and Human Resources(with Global exposure) in 2013.

Course work: Marketing, Marketing communication, Product and Brand management, Planning and Entrepreneurship, Accounting and Finance, Sales management, Consumer behavior, Organizational behavior and Human resource development, Research for managerial development, National economic planning presentation. Economics (Macro,welfare,economics for managerial development) and more. A complete course of 120 subjects with 14 concepts each trimester(4 theoretical and two practical …. 6 trimesters all together).

**NYSU (NewYork Stern University)**

Done with the Global Opportunities and Threat analysis in New York and studied subjects like Marketing Strategy, Brand Strategy, Leadership, Operations Research, Negotiations etc and also interacted with the giant companies like Dow Chemicals, Bank of America(Merrill Lynch), USIBC, Indian Consulate of United states of America, Sanofi Aventis, etc and also great organization like UN Women.

**Bangalore university-Associated Management College (AMC)**

Bachelor in computer applications: Completed UG in BCA with 66% from one of the top colleges Bangalore.

**BHS FIRST GRADE COLLEGE**

Done with my Pre-University (11th& 12th) with Physics, Chemistry, Math’s & Biology from BHSFGC Bangalore.

**BHARATIYA VIDYA BHAVAN (BVBSVV) HIGH SCHOOL**

Secondary school certification from BVB, Board of CBSEwith subjects of Mathematics, Social Science, Physical and Biological Sciences. English a mandatory language and Telugu as Second language from Tirupathi.

**Course , Subjects and percentage secured along with year**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course** | **Subjects** | **Percentage** | **Year of passing** |
| **MBA** | MARKETING,LEGAL SYTEM,OB AND HR,ECONOMICS, EXE- COMM etc…, | 69%  65%  66% | FIRST TRIMESTER  SECOND TRIMESTER  THIRD TRIMESTER |
| **BCA** | C,C++,Java,Unix, Operating Systems, DBMS , etc… | 66% | 2010 |
| **Pre-University** | Physics, Chemistry, Math’s, Biology | 50% | 2007 |
| **C.B.S.E** | Math, Social science, physical and biological sciences | 54% | 2005 |

**Desk projects**

|  |  |
| --- | --- |
| **Project Tiltle** | **Project objective** |
| **Product and brand Management** | Understanding the brand essentiality and various reasons for the success and failure of products and brands |
| **Organizational behavior** | Understand the various behavioral patterns of individuals in various groups and organizations |
| **Human Resource Management** | HR Management helps to understand the different methodologies to tackle with the employees in the organization. |

**ACTIVITIES**

* Presentation on U.S.A everything related to it.( its geography,history,climate, culture, interests, business and economy, outsourcing methodology etc..,) as a part of Executive Communication.
* Presentation on the essentiality of larger states and togetherness of nation for growth and development as a part of national economic planning.Promotion of the event and awareness programmes.
* Recruiting Team member at city college for IT fest called Triality.
* Member of anchoring team at city college for weekly events.

**SKILLS**

**Languages**:

* English(fluent) can read and write
* Telugu(fluent) can read and write
* Kannada(fluent) can read and write
* Hindi(conversational)
* Tamil(conversational)

**Computers:**

* Windows computers-knowledge in MS-word.
* Have knowledge on the languages like C,C++,C#,Visual Basic and Java.
* Have knowledge on the Database software like SQL.
* Basic browsing and storage information.

GENERAL:

• learn quickly

• adapt to new environments

• research, analyze, and solve problems

• initiate and develop new programs

• work collaboratively

• lead a team

• follow instructions

• use time efficiently

• deal with ambiguity

• make decisions

• communicate effectively

• meet deadlines

**Interests:**

* Shopping
* Bowling
* Interior Decoration
* Solving puzzles
* Event Management

**PERSONAL INFORMATION**

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| --- | --- |
| Name | Yeswitha Gutha |
| Father’s name | G.Manohar |
| Father’s occupation | Business |
| Mother’s name | G.Padmaja |
| Mother’s occupation | Home maker |
| Date of Birth | 19/03/1990 dd/mm/year |
| Place of birth | Tirupathi |
| Gender | Female |
| Marital status | Unmarried/ Single |
| Nationality | Indian |

Date:

PLACE: (Yeswitha Gutha).