Ruchi Gahlawat

EXPERIENCE

KPMG

Data Analytics Consulting Virtual Internship (April 2022)

- **High Life Eatables Pvt. Ltd., Sonipat**Digital Marketing Executive (July 2021-Sept 2021)
- Bennett Coleman and Co. Ltd. (Times Group), Chandigarh

Business Development Executive (June 2021- July 2021)

EDUCATION

Panipat Institute of Engineering &

Technology, Panipat

MBA, Marketing & Business Analytics (2022)

• Tika Ram Girls College, Sonipat

B.Com (Hons), Score: 79.36% (2020)

• South Point Public School, CBSE

XII, Score: 91.20% (2017)

• South Point Public School, CBSE

X, Score: 10 CGPA (2015)

TECHNICAL TOOLS

MS-Excel • Tableau

SPSS • Trello

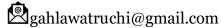
Python • Gretl



LinkedIn Profile Scanner



+91 8396008455



https://www.linkedin.com/in/ruchi-gahlawat-5b7796203

SKILLS & INTEREST

- Research & Analytics
- Content Writing & Editing
- Public Speaking

PUBLICATIONS & HONORS

- Paper titled "Survival Strategies For International Franchisees In India: A Case Study" published in **International Journal of Economic Perspectives**.
- Presented a case study in **CERE-2022** at IIM Indore.
- Best research paper award in ICCIBME-2021.
- Presented a case study in ISDSI
 Global-2021 at IIM Nagpur.
- Presented paper in **ICBRI-2022** at MDI, Murshidabad.
- **Student Editor** of college magazine Bhav Tulika. (2019, 2020), E-Vichar (2021, 2022).
- President of The Finishing School Club in Panipat Institute of Engineering & Technology (2021).
- Unit President of National Service Scheme (2018-20 & 2020-22)

CERTIFICATIONS & COURSES

- 'Workshop on Digital and Social Media Marketing' by Indian Institute of Management, Visakhapatnam.
- 'Conference on Brand Management by Reckitt' by Indian Institute of Management, Ahmedabad.
- 'Workshop on Regression using SPSS & R-Studio' by Lal Bahadur Shastri Institute of Management, Delhi.
- 'Workshop on Basics of Research & Data Analytics using Python' by New Delhi Institute of Management, Delhi.
- 'Programming for Everybody, Python' program by University of Michigam.
- 'Marketing Analytics' program by University of Virginia.
- 'Marketing Research and Consumer Behavior' program by IE Business.

ACHIEVEMENTS

- Winner of J C Bose Yuva Ideathon Challenge 2021, YMCA, Faridabad.
- Winner of National Business Plan Competition, Pharma Summit, *PIET (April, 2022)*.
- Winner of Elevator Pitch Contest,
 Prabandhan Mania-22, National
 Management Fest, PIET.
- 2nd in Case Study Competition, Prabandhan Mania-22, National Management Fest, PIET.
- 1st in National Blogging Contest, Maestros'22, *PIET (May. 2022)*.
- 1st in National Level Declamation Contest, Tika Ram Girls College, Sonipat (June 2021).

VOLUNTEER EXPERIENCE

- Co-founder of Tera Tujhko Arpit Seva Samiti.
- National Service Scheme (NSS) merit certificate for the year 2018-2020.
- Best NSS volunteer of the year 2018-19 & 2019-20 at the district level.
- Academy & Social Media representative of Robin Hood Army, Sonipat.
- Appreciation certificate for social activities by Crime Control & Human Rights Org.
- Youth Leadership & Training Camp at Bhutan (Dec. 2020).
- National Integration Camp at MDU, Haryana (Nov. 2021).
- State NSS Camp at Hisar, Haryana (Oct. 2021)