

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



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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.*
- **'Programmimg 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)