

# Kunika Biyani

Student

Business Administration student. I consider myself a responsible and orderly person. Seeking a challenging position in a reputed organization where I can learn new skills, acquiring knowledge and leverage my learnings and implement them in achieving the milestones.

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📍 Ahmedabad, India

## EDUCATION

### GLS University Ahmedabad

09/2022 - Present

83%

Courses

- MBA (Marketing and Finance)

### GLS University Ahmedabad

06/2019 - 04/2022

85%

Courses

- B.com (Accounting and Auditing)

### Central Academy Bhilwara

04/2018 - 06/2019

89.6%

Courses

- Grade XII (Commerce)

### Central Academy Bhilwara

04/2016 - 04/2017

8.4 CGPA

Courses

- Grade x

## PROJECTS

### A Study on Consumer Perception with Reference to Moment Marketing in Gen-Z and Gen-Y.

- Conducted a survey to know the effectiveness of moment marketing in different segments and examine the extent of consumer exposure to moment marketing campaigns.

### A Comprehensive Study on analysing consumer buying preferences with respect to Silver Jeweller

- Conducted a survey to identify the preferences and analyze the key factors that influence consumer buying for silver jewellery

## SKILLS

Management Skills

Creativity

Digital Marketing

Negotiation

Critical Thinking

Leadership

Canva

Tally ERP9

## ROLES AND RESPONSIBILITY

### Aagam Kumar and co. (06/2023 - 07/2024)

Intern for accounting and GST reconciliation.

### Oyelabs (09/2020 - 11/2020)

Intern for handling their social media, generating cold leads, and article writing.

### GLS University

Member of SIP committee for the year 2022.

### GLS University

Volunteered all the events in MBA as a part of SAC committee

## LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

Gujarati

Professional Working Proficiency

## INTERESTS

Public Speaking

Co-curricular activities