

# SAJITHA NATARAJAN

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## PROFESSIONAL SUMMARY

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*Detail-oriented and resourceful individual with a robust blend of analytical rigor and technical expertise. My diverse background in strategic planning, project management, and human resource management equips me with a proven track record of agility and driving impactful change. Eager to leverage my skills and knowledge to contribute to company success.*

## EDUCATION AND QUALIFICATIONS

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**MSc International Business Management, University of Surrey, UK**

Feb 2023 – Feb 2024

Grade Received: Distinction

- **Relevant Modules:** Global Strategy, International Trade, Accounting and Finance in Business, International Human Resource Management, Digital Business Strategy, Introduction to Sustainability

**BE Computer Science and Engineering, Anna University, India**

Sep 2018 – Apr 2022

Grade Received: First Class

## TECHNICAL SKILLS

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- **Programming Languages:** Python, C, C++, Java, SQL, HTML5, CSS3, PHP
- **Microsoft Office Suite** (Word, PowerPoint, Excel)
- **Data Analysis and Visualization:** Power BI, Tableau

## ACADEMIC PROJECTS

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**Cesim – Strategy & International Business Simulation, University of Surrey**

May 2023

- Completed a simulation as a management team for a global mobile telecommunications company, developing and executing strategies across the USA, Asia, and Europe.
- Conducted strategic planning and decision-making in R&D, marketing, production, logistics, and finance, provided regular updates and benchmarked performance.
  - **Academic Achievement:** Achieved 5<sup>th</sup> place among 289 competitors. (Grade: 90%)

**International Expansion of HelloFresh, University of Surrey**

March 2023

- Analysed HelloFresh's expansion into Nigeria, Singapore, and South Korea using PESTEL, Porter's Five Forces, McKinsey's 7S Model, and SWOT analysis.
- Recommended a joint venture with CJ Cheiljedang in South Korea based on financial analysis and provided strategic expansion recommendations supported by market reports and expert insights.
  - **Academic Achievement:** Our teamwork earned us 1<sup>st</sup> place in the entire cohort. (Grade: 83%)

## CERTIFICATIONS AND SIMULATION

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- Create a Project Management Tracker using Microsoft Excel
- Create a Financial Statement using Microsoft Excel
- Use Animations and Transitions in PowerPoint 365
- Analysing Market Attractiveness Using Creately
- Generative AI for Executive and Business Leader
- Accenture North America Project Management Job Simulation on Forage
- Goldman Sachs Excel Skills for Business Job Simulation on Forage

## PUBLICATION

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**Name of the Project: Engagement Detection for ADHD Children Using Convolutional Neural Network and Design of Maths Practicing System During Virtual Learning Environments**

Presented research on Industry 4.0 at the International Virtual Conference (IVCI 4.0-2022), organized by VIT Chennai in collaboration with Manchester Metropolitan University, UK, and JNTU, Hyderabad, India.