



Sanjay S

Student

+91 9894 621 129

sanjayshanmugam076@gmail.com

<https://www.linkedin.com/in/sanjay-s-6s19721976/>
82/104 A Town Railway Station, Swarnambigai Street, Salem - 636001

Professional Summary

Proactive and adaptable leader with expertise in project management and technical solutions. Published author of four books with ISBN recognition. Experienced in leading teams, making strategic decisions, and managing projects efficiently. Skilled in Agile, ITIL V4, Waterfall, Lean, Automation, and Innovation. Proficient in SAP Concur, SAP FICO, SQL, Oracle PL/SQL, MS Power BI, HTML, and Data Modeling. Strong communicator and multitasker with a result-oriented approach, dedicated to fostering collaboration and driving impactful outcomes.

Education

B.Com Accounting and Finance

Sri Krishna Arts and Science College
2022-2025

ICSI

CSEET Cleared
Persuing CS Executive

Skills

- MS Excel
- MS PowerPoint
- Accounting
- Auditing
- Reporting and Analysis
- Budgeting and Forecasting
- Accounts Payable / Receivable
- Costing
- SAP FICO
- SAP CONCUR
- Agile Scrum Master
- ITIL V4
- Waterfall Methodologies
- Lean
- Automation and Innovation
- PowerBI
- HTML
- CSS
- SQL
- Oracle P/I SQL
- Data Modelling
- Python
- XML
- ASP

Certification

- Tally Level 2
- Cleared CSEET
- Marketing Management - II
- Excel Skills for Business Specialization
- International Business
- IELTS Specialization
- Analytics for Decision Making
- Strategic Management and Innovation
- Financial Budgeting and Forecasting in Excel Complete Course
- Master Budget - Managerial Accounting / Cost Accounting
- Process Costing System - Cost Accounting - Managerial Accounting
- Microsoft Excel Course From Bigginer to Expert
- Cost Volume Profit Analysis (CVP) - Managerial Accounting



Sanjay S

Student

+91 9894 621 129

sanjayshanmugam076@gmail.com

<https://www.linkedin.com/in/sanjay-s-6s19721976/>
82/104 A Town Railway
Station, Swarnambigai
Street, Salem - 636001

Projects Undertaken

Capstone Project

The capstone project provided an in-depth financial and strategic evaluation of MRF Ltd, analyzing its revenue model, cost structures, and market positioning. The study examined risk exposure, financial stability, investment strategies, innovation, and supply chain efficiency. It identified key growth drivers and operational inefficiencies, delivering high-impact recommendations to strengthen Ramraj's financial resilience and competitive positioning.

Internship Project

The internship at G. Ramamoorthy Construction involved an in-depth analysis of financial operations, with hands-on experience using Tally for accounting and financial management. Over a month, I worked on bookkeeping, expense tracking, and financial reconciliation, ensuring accuracy in financial records. The project included a detailed evaluation of budgeting, cost control, and cash flow management, providing strategic insights into financial efficiency. A comprehensive report was compiled, highlighting key financial trends, operational challenges, and recommendations to optimize financial performance and decision-making processes.

Final Year Project

The final-year project, "An Empirical Analysis of Artificial Intelligence in Digital Marketing," explored the transformative impact of AI on marketing strategies, consumer engagement, and business growth. The study utilized both primary and secondary data to analyze AI-driven tools such as predictive analytics, chatbots, personalized recommendations, and automated content generation. It examined their effectiveness in enhancing customer experience, optimizing ad targeting, and improving conversion rates. A detailed report was compiled, presenting key findings, industry trends, and strategic recommendations on leveraging AI for more efficient and data-driven digital marketing practices.

TAI Web Building

The project TAI is a unified platform designed to integrate multiple brokerage accounts, enabling investors and traders to access all their accounts seamlessly through a single interface. Developed as a prototype, the webpage was built using HTML, CSS, and Java, demonstrating the feasibility of linking various brokers into one streamlined platform. By addressing inefficiencies in managing multiple Demat accounts, TAI enhances portfolio visibility, reduces operational complexity, and optimizes trading convenience. This innovative solution aims to simplify investment management by providing a centralized hub for real-time account tracking and execution.

Languages

- Telugu
- Tamil
- English