**Sejal Negi**
MBA (Marketing Analytics)
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## ABOUT

MBA candidate specializing in Marketing Analytics with experience in quality assurance and customer support with a passion for growth. Strong problem-solving and leadership skills, eager to apply analytical insights to business challenges.

## EDUCATION

| Degree | Institute/University | Year | CGPA |
|---|---|---|---|
| MBA (Pursuing) | Army Institute of Management and Technology, Greater Noida | 2024-26 | 8.32 |
| Bachelor in Commerce | Viva College, University of Mumbai | 2019 | 4.90 |
| Class 12th (Commerce) | Viva College, University of Mumbai | 2016 | 7.8 |
| Class 10th (CBSE) | Army Public School, Jaipur | 2014 | 7.4 |

## WORK EXPERIENCE

**Foundever**                         **Customer professional**                         **Jan 2020-Jan 2024**

- **Quality Assurance**: Led the team and maintained the quality of the process by the client's requirement. Delivered feedback to teammates and improved the quality scores and individual KPI's.
  **Supervisor Tools**: Agent Suite, Quality Supervisor desktop, Nuance supervisor desktop.

- **Representative – Tech Support (Bell Canada)**: Managed customer inquiries, complaints, and troubleshooting for telecom services, ensuring high satisfaction (95%). Consistently met performance targets, handling 350+ weekly inquiries with speed and accuracy.
  **Tools:** Nuance, Simple, OrderMax, Blueprint, MultiVu, Mdm Portal, Order History Tool (OHS), One Source, Single View, Beam.

- **Representative – Reservation Support (Trainline – UK)**: Handled 300+ weekly inquiries, assisting customers with reservations, cancellations, refunds, and train schedules. Provided accurate guidance on pricing and routes while ensuring efficient service delivery.
  **Tools:** Tracks.

## ACADEMIC PROJECTS

- **Exploratory Data Analysis on E-commerce Delivery Analytics**
  Developing an understanding of application of Al in marketing management and getting familiarize with changes brought in traditional marketing activities due to AI and ethical concerns raised by Al adoption.
                                                                                                      **2025**

- **Impact of service quality on customer's willingness to pay premium prices**
  Understanding how service quality drives consumer willingness to pay premium prices, leveraging the SERVQUAL model and data-driven analysis. It reveals the key factors—like brand trust, reliability, and personalization—that empower brands to justify premium pricing.                         **2025**

## PROFESSIONAL SKILLS

- **Technical Skills:** MS Office, Basics of R Programming, Python, Tableau, MySQL
- **Behavioral Skills:** Multitasking, Quality Assurance, Communication.

## CERTIFICATIONS

- **AI in Marketing – Swayam (NPTEL) (Ongoing)**                                         **2025**
  Developing an understanding of application of AI in marketing management and getting familiarize with changes brought in traditional marketing activities due to AI and ethical concerns by AI adoption.

- **Google Data Analytics Professional Certificate Course (Ongoing)**                   **2025**
  Gaining an immersive understanding of the practices and processes used by a junior or associate data analyst in their day-to-day job.

- **MS Excel Certification**                                                             **2025**

## LEADERSHIP AND CO-CURRICULAR ACTIVITIES

- Batch and Class Representative of MBA Analytics (02) AIMT, Greater Noida.

- Medical Coordinator at Intra Sports Fest, AIMT, Greater Noida.
- Work - Part of Foundever LEP Program – Learning Specialist, Tool – Centrical.
- Leadership qualities by leading the team and improving overall scores and individual KPI's.
- Secured first position in inter school group singing and second position in solo singing.

## INTEREST
- Reading books
- Singing