

Sprihaa Burman

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77, Ballygunge Place, Manohar Niwas, Ground Floor, Kolkata-700019.



Education	Bachelor of Commerce (Hons.) St Xavier's College (Autonomous), Kolkata	2021 - 2024 CGPA: 7.44
	Class XII ISC Examination –The Heritage School	2021 93.75%
	Class X ICSE Examination –The Heritage School	2019 94.8%
Certifications	<ul style="list-style-type: none">Cleared CFA Level 1 above the 90th percentile.Attained the certification in Financial Modeling through comprehensive study materials from the CFA Institute.Gained proficiency in Equity Market Research from the CFA Institute.Completed the practical skills module “Analyst Skills” from the CFA Institute.	
Awards and Achievements	<ul style="list-style-type: none">Received Certificate for “Excellent performance in Commerce and Economics” in 2019.Winner of Junior State Level Basketball Championship at Christopher Day School, Kharagpur.Participated in multiple Inter-School fests in sporting activities such as Kho-Kho and Swimming.Winner at Western group dance at Youthopia, the annual fest at Heritage School, Kolkata.Presented the paper titled “Comparative Study between Mutual Funds and Hedge Funds and an insight into Indian Investment Behaviour”, co-authored with Dr. Ruby Mary Notts, at the International Management Conferences, COHERENCE 2024, in association with AIMS.	
Experience and Internships	Forty Four (Clothing Brand) Social Media Manager	June 2024– Sep 2024
	<ul style="list-style-type: none">Conducted audience segmentation to identify key demographics, interests, and behaviors to tailor content across multiple social media handles, such as Instagram, YouTube and Facebook.Developed a content calendar to ensure consistent and timely posting that aligns with business goals and observed a 17% increase in the traffic on their website.Monitored brand mentions to track engagement and handled any negative feedback or customer complaints. M.S. Creation Operations Management Intern	
Skills	Software & Tools – IBM SPSS, HTML, MS-Excel and SQL.	
	Skills- Brand Promotion, Product Marketing, Equity Derivatives, Fixed Income Analysis and Portfolio Management. Languages – English (Full Professional Proficiency), Hindi (Full Professional Proficiency), Bengali (Native Proficiency)	
Positions of Responsibility	<ul style="list-style-type: none">Member of the Prefectorial Body of The Heritage School, Kolkata 2017-2020 Collaborated work with a group of 40+ students to manage the decorum of the school.Executive Member of the Interact Club of The Heritage School, Kolkata 2019-2020 Participated in various philanthropic activities such as food and quilt donation with the school team.Chief Editor of the Annual School Scroll 2019-2020 Played a pivotal role in brainstorming and ideating article topics and finalizing on the material to be published.	