

**Aishwarya M. Chaudhari****Date of Birth: 08th August, 1994**

Institute of  
Management Technology  
Ghaziabad

**POST GRADUATE DIPLOMA  
IN MANAGEMENT (PGDM)  
Marketing**

### PROFESSIONAL EXPERIENCE

<b>Software Engineer – LTI</b>	<b>Engineering Services</b>	<b>October 14, 2016 to October 31, 2018 (24 Months)</b>
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Larsen & Toubro Infotech Ltd (LTI) is a global IT solutions and services company.

Spear-headed Business Intelligence reporting and led the support team for LTI-Chevron Australia Managed Services Engagement

#### Key Responsibilities:

- Improved support rating by 60% by mastering client requirements, creating and deploying reports across 108 applications
- Clinched a customer delight score of 91% by providing smart reporting solutions to 500+ overseas clients
- Achieved 93% efficiency rating by timely co-ordination with international third party vendors team for a 200+ team
- Mentored a support team comprising of 12 junior members to on-board and train them for the on-going project

#### Key Initiatives:

- Conceived and effected Release Management process for deployment, which soon became a template for all future reports
- Increased client interaction rating by +43% by revitalizing the Chevron LTI-ABU India Town Hall 2017

#### Key Achievements:

- Winner, LTI Valuable Performance Award, awarded annually to the best performer in the account, based on performance and peer-review in an account of 500+ employees, 2017
- Winner, L&T InfoTech Team Performance Award, awarded annually by the CEO to the best performing team at LTI, 2017

### EDUCATION

Qualification	College/ University	Year	CGPA/ %
PGDM - (Marketing)	IMT Ghaziabad	2021	7.26
B.E. - (Computers)	FCRIT, University of Mumbai	2016	7.75
XII	M.H.College, Maharashtra State Board	2011	72.83%
X	Little Angel's Convent School, Maharashtra State Board	2009	91.38%

### SUMMER INTERNSHIP AT IMT

<b>MEDIACOM, GroupM</b>	<b>[11<sup>th</sup> May 2020 – 26<sup>th</sup> June 2020] [1.5 months]</b>
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Project Title: Impact of COVID-19 on consumer behaviour

Project Brief: Understanding the changing behaviour of Indian consumers during COVID-19 and its impact on FMCG category

#### Objectives:

- Identify the emerging trends due to COVID-19 crisis (Social and Digital)
- Derive category learnings in brand communications which can help brands sail through during COVID-19

#### Deliverables:

- Introduced client to the changing behaviour that was observed during the COVID outbreak
- Highlighted the Do's and Don'ts for the brand communications during the pandemic
- Identified the Key Opinion Leaders that emerged big during COVID
- Grasped the implications of government initiatives on consumer's mind-sets during the brief period
- Identified media cohorts that can be used for targeting, optimizing media spends
- Discovered 3 category insights to drive communication for P&G India using Social Listening
- Presented a comparative Brand Performance Analysis of 5 brands in menstrual hygiene segment

### PROJECTS UNDERTAKEN AT IMT

- Short Term Project – Sirona Menstrual Cups, from 05.04.20 to 28.04.20
- Go-to-Market Strategy (GTM) for Menstrual Cups
  - Segmenting and targeting the menstrual hygiene market based on demographic and psychographic factors
  - Defined the 'Sirona' brand positioning, and channels to achieve distribution in Ghaziabad
  - Market sensing to understand the physical and psychological barriers in the adoption of Cups
  - Mapped motivations, pain points and aspirations of target customers through customer journey mapping
  - Outlined the core customer value proposition, and inbound marketing strategy for Sirona Menstrual Cups
  - Designed creative solutions to instigate trials and increase adoption rate amongst young women
- Academic Project – Creative Brand Management, Incredible India
- 360 degree communication campaign

- Acquired an insightful understanding of the domestic traveller immediately post COVID-19
  - Created a base brand idea from the confluence of category, brand and cultural truths
  - Curated 4 powerful creative campaign ideas to drive communication and grow sales
3. Academic Project – Sales and Distribution Management, Bisleri India
- Recommended solutions for Retail Growth
    - Underwent Market Immersions across channels to cover 34 store and performed an SKU analysis versus competitors
    - Constructed a shopper engagement funnel to identify sales growth opportunities
    - Understood the shopper behaviour vis-a-vis different shopping missions and developed shopper profiles
    - Examined the distribution network and its sales force structure for B2C channels
    - Reached Network Understanding and crafted solutions to attain retail sales growth for Bisleri brand

AREAS OF INTEREST	ELECTIVES AT IMT	
Consumer Behaviour Sales & Distribution Management Project Management Brand Communications	Sales and Distribution Management Rural Marketing Consumer Behaviour B2B Marketing	Strategic Brand Management Market Oriented Strategic Planning Customer Experience Management Channel Management

### POSITIONS OF RESPONSIBILITIES

- General Secretary, Student Affairs and Welfare Council, IMT Ghaziabad, 2019-20
  - Recruited, trained and mentored a team of 23 junior team members of the Student Council, IMT Ghaziabad
  - Managed 19 student committees and clubs including budgeting and allocation allotted by the organization
  - Obtained approvals from various stakeholders by acting as an interface between students and administration
  - Maintained discipline on campus, proposed creative solutions for student concerns to the administration
- Core Organising Committee Member, Annual Management & Cultural Fest - Passion 2019, IMT Ghaziabad
  - Raised sponsorships worth 17 lakhs for event funding from top corporates like Raymond, Safe Express and Nestle
  - Built valuable print and digital media partnerships with 6 leading national media houses
- Core Organising Committee Member, Annual CSR event – Cyclothon 2019, 20 of 350+ applications, IMT Ghaziabad
  - Conceptualized and organized Cyclothon-2019 which saw a participation of 400+ cycling enthusiasts
  - Achieved a 4.3/5 star cyclist's satisfaction rating of the event
- Student Co-ordinator from Student Council, IMT Ghaziabad Coursera for Campus Initiative, 2020
  - Initiated the partnership process and obtained approval for 1500 Coursera licences for IMT students.
  - Promptly resolved 100+ student concerns and mediated communication between the Management and Coursera

### ACHIEVEMENTS & AWARDS

- National finalist, out of 2500 participating teams in rural impact category for 3M-CII Young Innovators Challenge Award, 2020
- Campus-Winner in a campus of 1200 students, Reliance T.U.P 5.0, 2019
- Winner, Marketing World Cup, National Level Inter-college Marketing Competition, IMT Ghaziabad, 2019
- Winner, Neuherbs NewLife, Corporate sponsored Inter-college business case competition, 2019
- Winner, Wall Street Warriors, Strategy and Distribution case study competition, Marketing World Cup, 2019
- 2<sup>nd</sup> Runner-up, Line of Fire, an Inter-college On-The-Spot Public Speaking competition, Marketing World Cup, 2019
- Winner, P' Cube Research, Fr.Conceicao Rodrigues Institute of Technology, 2016

### EXTRA CURRICULAR ACHIEVEMENTS

- Touched lives of 33 specially-abled kids by first learning Indian Sign Language and then using it to teach them MS Office, using which 25 students secured full-time jobs, a voluntary CSR outreach initiative of LTI & Sujaya Foundation, 2017
- Received appreciation for significantly contributing to popular national academic portal [www.stupidsid.com](http://www.stupidsid.com), 2015
- Conducted various Mumbai University sponsored Observational Astronomy camps for 400 school children, 2016-18
- Certified in Creative Drawing Grade Examinations Maharashtra State Elementary (2005) and Intermediate (2006)

### ADDITIONAL INFORMATION

- LinkedIn recommendation from Rohan Savla, Service Delivery Manager, Tower Lead for Chevron Australia, LTI, 2018
- Technical skills – MS Office, Cognos BI Report Studio, Microsoft Power BI, Meltwater, Unmetric
- Hobbies – Star Gazing, Hand-Lettering
- Maintain my work and blogs portfolio on [www.leoishwarya.com](http://www.leoishwarya.com)