

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



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

PROFESSIONAL EXPERIENCE

Software Engineer – LTI

Engineering Services

**October 14, 2016 –
 November 2, 2018
 [24 Months]**

Larsen & Toubro Infotech Limited is a global IT solutions and services company based in Mumbai, India. In 2017, NASSCOM ranked LTI as the sixth-largest Indian IT services company in terms of export revenues. People at LTI believe in the core values of 'Going the extra mile', 'Being Agile', 'Continuous Learning', 'Pushing the frontiers of Innovation' and 'Solving for Society'

Spear-headed Business Intelligence reporting and end-to-end first-line production support for LTI - Chevron Australia Managed Services. Worked extensively with various BI tools to create, deploy, and support reports across a wide range of Chevron Australia applications. My role also included pitching the newly created reports to Chevron ABU clients.

Key Responsibilities:

- Co-ordination with internal and external stakeholders at an international level across 3 continents for a team of 230 employees
- Providing production support to a client base of 500 employees
- Mentored a support team comprising of 12 junior team members

Key Assignments/ Initiatives:

- Organized and co-ordinated Chevron ABU 2017 official client visit for 350 employees
- Initiated and supervised circulation of L&T InfoTech Chevron ABU global monthly magazine which was circulated across all globally operational L&T InfoTech-Chevron business units
- Designed and documented release management process guide for ABU standard reports
- Accomplished Cognos upgrade for a client base of 300 users
- Increased profitability by reducing reoccurring tickets and by proactive problem identification

EDUCATION

Qualification	College/ University	Year	CGPA/ %
PGDM - (specialization)	IMT Ghaziabad	2021	7.26 till 4 th term
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%

OTHER PROFESSIONAL QUALIFICATIONS/ CERTIFICATIONS

- 'Sales Training: Building Your Sales Career' by HubSpot Academy and offered through Coursera, 2020
- 'Sales Training', by HubSpot Academy and offered through Coursera, 2020
- 'Introduction to psychology', by Yale University, offered through Coursera, 2020
- 'Brand Management: Aligning Brand, Business and Behaviour', by London School of Business offered through Coursera, 2020
- 'Retail Sales Management', LinkedIn Learning (Lynda.com), 2020
- 'Aligning Sales and Marketing', LinkedIn Learning, 2020
- 'Advanced Consumer Behaviour', LinkedIn Learning, 2020
- Certified in French speaking, DELF A1, Ministry of Education France, 2017

SUMMER INTERNSHIP AT IMT

MEDIACOM, GroupM

**[11th May 2020 – 26th June 2020]
 [1.5 months]**

Project Title: Impact of COVID-19 on consumer behaviour for FMCG Category'

Project Brief: To understand the impact of COVID-19 induced lockdowns and unlocks on Indian consumers (FMCG Category)

Objectives:

- Identify the emerging trends due to COVID-19 crisis (Social and Digital)
- Derive category learnings which can make brands future ready to deal with changing situation
- Identify brands that adapted to changing times and how it was perceived by the audience

Deliverables/ Recommendations:

- Provide category insights to drive communication for FMCG brands
- Identify media cohorts that can be used for targeting and optimizing media spends

PROJECTS UNDERTAKEN AT IMT

1. Short Term Project - Hindustan Coca-Cola Beverages Limited, from 23.3.20 to 04.05.20
 - Primary research on rural consumers
 - Conducted In-depth interviews with local retailers and villagers on understanding the consumption pattern of Coca-Cola in rural villages of Palghar, Maharashtra, India

- Provided insights on shifting rural trends and demands of the local youth in India
2. Short Term Project – Sirona Menstrual Cups, from 05.04.20 to 28.04.20
- Go-to-Market Strategy for Menstrual Cups
 - Conducted primary research to understand the physical and psychological barriers in the adoption of Menstrual Cups
 - Drafted the customer value proposition for Sirona Menstrual Cups
 - Designed and implemented creative solutions to instigate trails and increase adoption rate amongst women aged 20-35.
3. Academic Project – Sales and Distribution Management, Bisleri
- Examined the Sales Organization of Bisleri and suggested solutions for retail growth of Bisleri in Ghaziabad
 - Examined the distribution network and its sales force structure for B2C Channels
 - Studied the Sales Organization, Recruitment and Training of Sales personnel, Territory Allocation, Reporting Structure, Sales Force Evaluation and Channel Management practices of Bisleri
 - Reached Network Understanding and crafted solutions to attain retail sales growth for Bisleri
 - Created a shopper engagement funnel to identify sales growth opportunities

AREAS OF INTEREST	ELECTIVES AT IMT	
Social Psychology Sales & Distribution Customer Experience Brand Communications	Sales and Distribution Management Rural Marketing Consumer Behaviour Business to Business 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
 - Managing a team of 8 members for planning and managing events and raising sponsorships
 - Involved in budgeting and planning of the committee's events and activities for the academic year 2020-21
 - Responsible for obtaining approvals from different stakeholders by acting as an interface between students and college administration
 - Responsible for understanding campus-related student concerns, devising solutions and communicating the same to the college Administration
- Core Organising Committee Member of the annual Management & Cultural Fest - Passion 2019, IMT Ghaziabad
- Core Organising Committee Member of the annual CSR event – Cyclothon 2019, IMT Ghaziabad
- Student Administrator, IMT Ghaziabad Coursera for Campus Initiative, 2020
- Mentor, Support team, L&T InfoTech, 2018
- Event Head of the annual inter-collegiate event, ETAMAX and FACES, FCRIT, 2014

ACHIEVEMENTS & AWARDS

- Selected in top 50 awards in rural impact category for 3M-CII Young Innovators Challenge Award, 2020 (on-going)
- Participant, Infosys Ingenious, 2020 (on-going)
- Campus-Winner, Reliance Industries Ltd. T.U.P 5.0, 2019
- Winner, Marketing World Cup, National Level Inter-college Competition, 2019
- Winner, Neuherbs NewLife, Marketing World Cup, 2019
- Winner, Wall Street Warriors, Marketing World Cup, 2019
- 2nd Runner-up, Line of Fire, Marketing World Cup, 2019
- Winner, L&T InfoTech Valuable Performance Award, L&T InfoTech, 2017
- Winner, L&T InfoTech Team Performance Award, L&T InfoTech, 2017
- Winner, P' Cube Research, Fr.Conceicao Rodrigues Institute of Technology, 2016
- Winner, Technical Paper presentation, VJTI, 2016
- Winner, Avishkar, National level project presentation competition, 2016
- School topper, Little Angel's Convent School, 2007, 2008 and 2009

EXTRA CURRICULAR ACHIEVEMENTS

- Certified in Indian Sign Language for specially abled, Sujaya Foundation, 2018
- Certified in Observational Astronomy and Astrophysics, University of Mumbai, 2017
- Maharashtra State Elementary (2005) and Intermediate (2006) Drawing Grade Examinations Certified

ADDITIONAL INFORMATION

- LinkedIn recommendations for all previous work experiences and letter of recommendation from L&T Infotech, 2016-2020
- Successfully orchestrated L&T InfoTech-Chevron ABU client visits for 300+ employees, 2016-18
- Spearheaded CSR initiatives for L&T InfoTech-CSR 1Step, Navi Mumbai, Maharashtra, 2016-18
- Received appreciation for significantly contributing positively rated content on popular national portal stupidsid.com, 2015
- Organized blood donation camps in corporate parks and rural areas in coordination with THC, Maharashtra, 2017