



Prabha Sinha

School Of Management
at NIT Rourkela
CGPA:7.58 till 2nd Sem

Sector-1 NIT Rourkela
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Links

LinkedIn

Skills

TECHNOLOGIES

EXCEL
POWERPOINT
WORD
TALLY

SOFT SKILLS

Critical Thinking
Organisational Skills
Effective Communication
Event Management

Coursework

- Business Ethics and Values
- Advanced Diploma in Computer Applications

Education

MBA

2023-2025
NIT Rourkela
CGPA : 7.58/10

M.COM

2021-2023
Patliputra University, Patna, Bihar
Percentage: 77.5%

B.COM(HONS)

2018-2021
Patliputra University, Patna, Bihar
Percentage: 72%

HIGHER SECONDARY COMMERCE

2016-2018
B.D. College, Patna, Bihar
Percentage: 65.4%

SECONDARY

2016
St. Albert's High School, Patna Bihar
Percentage: 65.6%

Experience

DEC 2023 Spark N Pass Next GEN

I gained hands-on experience in market research, promotional strategies, and customer segmentation during my one-month winter internship in the marketing domain. Contributed to developing marketing campaigns and analyzed consumer behavior to optimize outreach.

Winter Internship

SEO, Social Media Marketing

MAY 2024-JULY 2024 ONGC

During my two-month summer internship at ONGC, I Learned about market analysis, marketing mix optimization, and pricing strategies in the oil and gas sector. Conducted SWOT analysis, worked on crude oil distribution, and contributed to refining promotional strategies and marketing frameworks.

Summer Internship

Market Analysis, Strategic Marketing

Certifications and Achievements

2023 OCT Google Certification

Completed a Certification Course in Google Analytics and gained good understanding of data collection, analysis, reporting, and insights generation.

2024 JULY Search Engine Optimization

Earned SEO certification from HubSpot Academy, specializing in keyword research, on-page optimization, and boosting website rankings. Also understood various techniques to improve SEO to increase traffic on websites.

2024 JULY Digital Marketing

Completed a Digital Marketing course focusing on PPC advertising, content marketing, web analytics, and conversion optimization.

Extra-Curricular Activities

AUG 2024-NOW Head of Volunteers group

SOM Dept.

As the Head of the Volunteers Group at my management school, I led a team in organizing events, managing logistics, and coordinating with external stakeholders. Spearheaded initiatives to enhance community engagement and foster leadership among members.

OCT 2023-NOW Event Manager

Grapevine Business CLUB

Heading a team and leading events of a business club I learnt about encompassing project management, teamwork, networking, leadership, marketing, and evaluation skills. I also learned to plan and execute events efficiently, tackle challenges creatively, and foster strong relationships within the club and with external stakeholders.

NOV 2022 Debate Competition

Inter-department Debate Competition

Participated in inter-department debate competitions held annually.