



Pritha Kushwaha

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EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
M.B.A.	Indian Institute of Technology, Kanpur	8.9 (Aggregate)	2026
B.Tech., Civil	GCRG Group of Institutions	9.14	2021
Senior Secondary	I.S.C.	90.50%	2017
Secondary	I.C.S.E.	94.40%	2015

EXPERIENCE

- RK Criador** November 2021 - November 2022
Relationship Manager - Full time Varanasi, India
 - Acted as the primary point of contact between 10+ employees and 6 clients and managed effective communication.
 - Set and track meetings with clients to understand their needs and ensured around 90% client satisfaction.
 - Resolved conflicts or issues between clients, suppliers, or internal teams reducing the conflict rate by 20%.
 - Negotiated with the suppliers to get the best quality products at prices 7% to 10% below the average market price.
- Amazon** Aug 2020 - Dec 2020
Customer Service Associate - Internship Remote
 - Determined customer needs and provide appropriate solutions and improved the customer experience by 18% - 20%.
 - Provided conflict resolution, negotiation, and de-escalations, logically and rationally.
 - Improved the Positive Response Rate (PRR) from 80% to 95% in one month and maintained it above 95% thereafter.

SKILLS

- Technical Skills:** SQL, Excel
- Management Skills:** Data Analytics, Consulting, Project Management, Marketing
- Tools:** Tableau, Figma, Canva, Notion, LaTeX

CERTIFICATIONS

- Foundations: Data, Data, Everywhere,** [Google](#) March 2025
- Business Analytics with Excel,** [Coursera](#) Oct 2024
- Analysis of Variance with ANOVA in Google Sheets,** [Coursera](#) Nov 2020

ACHIEVEMENTS

- Secured national rank of 3rd among 500+ teams in Product Management case competition by IIM Indore
- National Finalist in Hiveminds: Strategy Conquest S1 case competition by PrepBee
- Represented India as a Delegate of UNESCO in AWMUN III, Bali, Indonesia

POSITIONS OF RESPONSIBILITY

- Media and Cultural Committee Coordinator,** Media and Cultural Committee, IITK
Sep 2024 - Present
- Placement Secretary,** Student Placement Cell, GCRG Group of Institutions
Aug 2020 - April 2021

INTEREST AND HOBBIES

Travelling, Content Creation(YouTube and Instagram), Painting