

AKSHARA TRIPATHI
(B.B.A , MBA Marketing)
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CAREER OBJECTIVE

To continuously innovate and find out the best practices in my chosen field and implement them within organization

PROFESSIONAL EXPERIENCE

DESIGNATION	COMPANY NAME / PLACE	TENURE
PROCESS ASSOCIATE / BUSINESS ANALYST	TATA CONSULTANCY SERVICES (KPO), GANDHINAGAR	JUNE 2013- July 2015

Project Categories: Health Food Drinks, Antacids, Rubs and Balms, Toothpastes, Detergents and liquid Refreshing Beverages

JOB DESCRIPTION

- Worked as part of Analytics and Insights domain, basically into **Marketing Mix Modeling** for FMCG clients
- Understanding the client's requirement through regular client interactions
- Gathering information according to project scope and provide Insights as per business questions
- Proactive decision making and implementing the same with accuracy and efficiency
- Coordinate and communicate with consultant and clients to prepare result presentations by identifying media's impact on business and provide recommendation for future plans.
- Interact with onshore consultant to prepare result presentations by identifying media's impact on business and provide recommendation for future plans.
- Communication with internal and external clients for various reasons like project Kickoff, minutes of meetings, follow up, reminder, closure of projects and Feedback for both the parties via. Telephonic call and mails

COMPUTER PROFICIENCY

- MS-Office (MS Excel, MS PowerPoint, MS Outlook and MS Word)
- Basic Knowledge of SAS
- SPSS

EDUCATIONAL QUALIFICATION

- Master of Business Administration in Marketing from L.J. Institute of Management Studies, Gujarat Technological University, Ahmedabad in year 2013
- Bachelor of Business Administration in Marketing and Finance, Gujarat University, Ahmedabad, in year 2011

PROJECTS UNDERTAKEN

SOCIAL MEDIA EXECUTIVE:

- Worked as Social Media Executive for 2 month i.e. December 2016-January 2017 for **Dholera SIR**
- Formulation of different promotional activities of Dholera SIR via. different social media channels for **Vibrant Gujarat 2017**

MBA:

- Comprehensive Project on “Study of Consumer behavior towards State Oriented Handicraft Outlets in Ahmedabad”

INTERNSHIP:

- **Summer Internship** in the **CSR Department with Divya Bhaskar**, Ahmedabad (Duration 6 weeks) as part of MBA Curriculum
- A great exposure to understand business environment, organizing & managing events and crowd management

AWARDS & ACHIEVEMENTS

- Recognized by team and external customer for extended help with **final presentation template creation, Mail of the Months and Tag a Flag.**
- One of the **main coordinator** in Bhaskar Utsav (Painting Extravaganza and Green Plantation) of Divya Bhaskar during internship.

PROFESSIONAL ABILITIES AND ACTIVITIES

- Proactively involved in project planning and execution
- Responsible for training new joiners and supervise their projects
- Initiated Term of the day and Indialytics within team
- Dedicated, Confident and Optimistic

DECLARATION

I hereby declare that the information given herewith is correct to the best my knowledge
Akshara Tripathi