

# MUNISH PAKSHIRAJAN

## CONTACT

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## PROFILE

- [linkedin.com/in/munish-pakshirajan](https://www.linkedin.com/in/munish-pakshirajan)
- <https://fateofgit.github.io/munish/>

## EDUCATION

June 2025

Bachelor of Commerce

**Shiv Nadar University**, Chennai

June 2022

10th and 12th grade

**SBOA School And Junior College**, Chennai

## CERTIFICATIONS

- Tally Essential Level 1
- Equity lever: Company Valuation: DCF, DDM, Relative Valuation
- Google Analytics 4 (GA4) Essential Training
- B2B Foundations: Social Media Marketing
- Social Media Marketing: ROI

## SKILLS

- Excel
- Negotiation
- Digital marketing
- Critical thinking
- Analyzing
- Creativity
- Product development

## PROFESSIONAL SUMMARY

Marketing-driven commerce graduate with 8+ months of hands-on experience in marketing, GA4 analytics, and customer acquisition. Proven expertise managing social media campaigns, optimizing marketing ROI, and driving customer engagement. Proficient in GA4, Excel financial modelling, and multi-channel marketing strategy. Delivered measurable results in brand growth and lead conversion through data-driven decision-making and cross-functional collaboration.

## WORK HISTORY

June 2025 - Present

**Management Trainee, Reflections**, Chennai

- Converted identified leads through consultative selling, building customer relationships and driving repeat business
- Managed social media accounts across platforms, creating and scheduling monthly content pieces to increase brand engagement
- Tracked and analysed sales performance using Excel, documenting customer interactions and identifying follow-up opportunities
- Coordinated cross-functional projects between sales, marketing, and operations, ensuring seamless customer handoffs and service delivery

May 2024 - July 2024

**Finance Intern, Redington Ltd**, Chennai

- Analysed and corrected balance sheet discrepancies across consolidated entities, improving financial data accuracy and supporting informed business decisions
- Processed and organized documentation for car loan portfolios using systematic data entry and validation protocols
- Integrated asset information into SAP system, ensuring data consistency and supporting financial reporting requirements
- Conducted data maintenance and journal record reconciliation using Finalizer software, reducing processing errors

February 2022

**Project Intern, Anil Sharma A and Associates**, Chennai

- Developed 5-year bank projection model in Excel, providing strategic forecasting for company financial planning
- Automated manual Excel workflows using VBA macros, reducing data processing time by 40% and improving operational efficiency
- Created presentation visualizations from financial data, effectively communicating insights to senior leadership

## ACCOMPLISHMENTS

- Finalist in international table topic contest in Gavel-u-Tion 2019
- Scout Governor's award (Rajya Puraskar)

## ACTIVITIES

- Head Organizer, Sayonara'24 Farewell Event | Successfully orchestrated senior class farewell event, managing all promotional, logistics, and coordination responsibilities
- Head of PR Team, Instinct '23 (IPL Auction Event) | Led PR strategy and campaign execution, driving record participation and highest event engagement
- Core Committee Member, Invente'24 PR Team | Contributed to event promotion strategy and brand communications

## PROJECTS

### 3-Statement Financial Model – Reliance Industries

Developed comprehensive Excel-based financial model with integrated P&L, Balance Sheet, and Cash Flow statements. Conducted scenario and sensitivity analysis across multiple economic conditions. Generated revenue forecasts using CAGR methodology and analysed key financial ratios (ROE, ROCE, Margin trends). Model designed to support data-driven business insights for strategic planning.

- **Scenario Analysis:** Simulated multiple economic scenarios.
- **Sensitivity Testing:** Impact of key variables on financials.
- **Revenue Forecast:** Projected growth using CAGR assumptions.
- **Integrated Statements:** Linked P&L, Balance Sheet, Cash Flow.
- **Ratio Insights:** Analyzed ROE, ROCE, Margin trends.

**Key Skills Demonstrated:** Financial Modelling | Excel | Data Analysis | Scenario Planning

### Anand Agency - Term Loan Projection

Built detailed term loan projection model for debt financing evaluation. Included loan amortization schedule with monthly EMI calculations, cash flow forecasting for debt servicing capacity assessment, and interest rate sensitivity analysis. Aligned projections with bank submission format, enabling informed lending decisions.

**Key Skills Demonstrated:** Financial Analysis | Excel | Cash Flow Modelling | Project Completion