

MUNISH PAKSHIRAJAN

CONTACT

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PROFILE

- <https://www.linkedin.com/in/munish-pakshirajan>
- <https://fateofgit.github.io/munish-portfolio/>

EDUCATION

August 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

Commerce undergraduate at Shiv Nadar University with a solid foundation in finance, business strategy, and digital marketing. Adept at synthesizing complex information into clear, compelling narratives, supported by strong communication, leadership, and analytical skills.

Proven ability to manage cross-functional projects, create impactful presentations, and streamline data workflows using tools like Excel. With a passion for technology and a collaborative mindset, I aim to contribute meaningfully to marketing initiatives, leveraging my business acumen and creativity to support growth in a dynamic SaaS and cloud integration environment.

WORK HISTORY

June 2025 - Present

Management Trainee, Reflections, Chennai

- Handled direct customer interactions to identify needs, present tailored solutions, convert leads, and build strong client relationships that drive satisfaction and repeat business.
- Maintained sales records and prepared performance reports in Excel, ensuring accurate documentation of customer interactions and follow-up
- Coordinated with internal teams to ensure timely service delivery and smooth handoffs while supporting marketing and administrative tasks.
- Managed Reflections' social media accounts: created and scheduled content, engaged with the audience, and supported campaign execution to grow brand presence.

May 2024 - July 2024

Finance Intern, Redington Ltd, Chennai

- Handled documentation of car loan papers
- Worked on Analyzing and rectifying discrepancies in balance sheets of Redington India and its consolidated entities
- Conducted data entry and maintenance for journal records using Finalizer
- Integrated Redington's asset information into SAP system

February 2022 ,

Project Intern, Anil Sharma A and Associates, Chennai

- Executed the Bank Projections project to forecast company's five-year outlook
- Streamlined data manipulation processes in Excel by creating custom macros and automated reports that cut down manual processing time
- Developed visual presentations using provided information

ACCOMPLISHMENTS

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

ACTIVITIES

- Sayonara'24, Head organizer, successfully organized the farewell for our seniors.
- Instinct '23, Head of PR team, Led the PR team for IPL auction, which had the most entries.
- Invene'24, Core committee member, Member of the PR team.

PROJECTS

3-Statement Financial Model – Reliance Industries

A dynamic 3-statement Excel model with scenario/sensitivity analyses, revenue forecasts, and key financial ratios. Designed to provide actionable marketing insights.

- **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:** Analysed ROE, ROCE, Margin trends.

Anand Agency - Term Loan Projection

A comprehensive term loan projection for Anand Agency, evaluating feasibility and financial sustainability over time.

- Loan amortization table with monthly EMIs.
- Cash flow forecast to assess debt servicing capability.
- Sensitivity analysis based on interest rate changes.
- Projection aligned with bank term loan submission format.