



# KRISHNA MIRPURI

AGE: 23

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📍 PUNE, MAHARASHTRA

## WORK EXPERIENCE

April 2019-May 2019

Summer Intern | **Ferrero India Private Limited**

**Project Title- *Effective Implementation of Call Value Optimization in Pune City***

1. Drafted out a **start-to-finish roadmap** to change the frequency of sales visits in **2400+ outlets in Kothrud and 3000+ outlets in PCMC**.
2. Went beyond the scope of the project assigned to suggest a **fortnightly beat review model** to analyze the **optimality of beat** in question.

December 2018-  
January 2019

Winter Intern | **TOPPR**

1. **Charted storyboards** and watched videos to **create content** in the format given.
2. Created **29 approved engaging stories** which were then **presented to the end consumers (students)**

## EDUCATION

2018-2020

**MBA, Marketing (Major) and HR (Minor)- SIBM, Pune | CGPA- 8.21/10**

**Key Achievements-**

1. **National Top 20, The BUD Challenge, AB InBev, 2020**
2. **Campus Finalist-Marico Over The Wall, Asian Paints CANVAS and Colgate Transcend, 2020**
3. **Co-Authored a Research Paper for the IRJET Journal**
4. **Took up multiple certifications such as Microsoft Excel Specialist, Power BI A-Z, Google Analytics, Accenture Web Analytics, etc.**

2015-2018

**BBA, Marketing- SCMS, Pune | CGPA- 8.75/10**

**Positions of Responsibility:**

1. **Cultural Representative, Student Council, 2017-18**
  2. **Deputy HOD, Ananya- Sympulse, 2016-17**
- Emceed over 20 events ranging from Alumni Meets to Talent Hunt.**

2012-2014

**ISC, Science- The Bishop's Junior College | %- 80.6**

2000-2012

**ICSE- The Bishop's School, Pune | %- 94.6**