

MURUGESH G

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PROFILE SUMMARY

MBA candidate with solid foundation in financial analysis and equity research, complemented by a strong marketing and finance base. Proven success in market intelligence projects, valuation modeling, and investment recommendations. Passionate about adding value to the investment banking, private equity, or capital markets teams through data-backed insights and strategic execution.

EDUCATION

MBA – Marketing & Finance	
Presidency University, Bengaluru	2023-2025
B.Com – Accounts & Marketing	
Government Arts College, Davangere University	2021-2023

EXPERIENCE

Krutanic Pvt Ltd, Bengaluru | Jun 2024 - Aug 2024

Accountant and GST Filing

- Assist in land valuation to the clients.
- Attend property inspections with qualified Valuers.
- Assist in auditing the property.
- Raising bills for clients.

Research & Business Insights Intern | Infopace Management Pvt Ltd, Bengaluru | Sep 2024 - Oct 2024

- Delivered insights from over 100 data sources to support strategic growth initiatives.
- Identified more than 30 entrepreneurs from underserved regions for engagement programs.
- Created a 25-page business report influencing regional decision-making.
- Collaborated with 50+ stakeholders to improve data acquisition by 30%.

ACADEMIC PROJECTS

Startup Business Plan - Online Café & Meal Subscription Model

- Designed an integrated marketing and financial plan for a café subscription model.
- Conducted competitor benchmarking and developed ROI & break-even analysis.

Skills: Entrepreneurship | Business Planning | Financial Forecasting | Strategic Marketing.

Comparative Financial Analysis - HDFC vs ICICI Bank

- Conducted 5-year financial ratio analysis to determine profitability and liquidity trends.
- Created Excel dashboards and investment recommendations.

Competencies: Financial Analysis | Excel | Ratio Analysis Interpretation | Data Visualization.

Digital Marketing Campaign: Short Film Promotion

- Executed a 3-week digital campaign to increase engagement by 40%.
- Analyzed audience data and provided data-driven growth insights.

Skills : Digital Marketing | Content Strategy |Marketing Analytics.

TECHNICAL & SOFT SKILLS

Finance Tools: Excel (Advanced), Tally Prime, Power BI (Basics).

Soft Skills: Analytical Thinking, Communication, Collaboration, Leadership, Motivation.

CERTIFICATIONS

- Microsoft Excel – Basics.
- Tally ERP & Accounting Software.
- Adobe Photoshop – DTP (Pitch Design).
- Power BI – Basics.

ACHIEVEMENTS

State-Level Throwball Player & Team Captain (2017).

LANGUAGES.

Kannada.

English.

Hindi.