



# MAHAK CHORARIA

MBA | 2024-26

## ACADEMIC QUALIFICATIONS

Year	Qualification	Institute	% / CGPA
2024-26	MBA	Indian Institute of Management Rohtak	6.77
2020-23	BBA(MS)	International Institute of Professional Studies, Indore	87.3 %
2019-20	Class XII (CBSE)	Choithram School North Campus, Indore	95.0 %
2017-18	Class X (CBSE)	Choithram School North Campus, Indore	93.4 %

## PROFESSIONAL EXPERIENCE

<b>Reetesh Trading Corporation</b>	<b>Business Developer</b>	<b>May '23 – May '24</b>
<ul style="list-style-type: none"><li>● Implemented an inventory system to increase sales and customer loyalty in a competitive market.</li><li>● Established a 5-stage process for efficient inventory management: arrival, stocking, storage, dispatch, and control.</li><li>● Improved customer retention by 75% through efficient inventory practices, enhancing long-term business relationships.</li><li>● Contributed to a 3–5% increase in sales, enabling strategic focus on business expansion opportunities.</li></ul>		

## INTERNSHIPS

<b>TopRankers Edtech Solutions Private Limited</b>	<b>Content Intern</b>	<b>July '23 – Jun '24</b>
<ul style="list-style-type: none"><li>● Developed 10+ practice booklets, reviewed 200+ test papers for QA,DI, &amp; LR, ensuring alignment with CAT-level difficulty.</li><li>● Organized 5 interactive boot camps and student events to enhance student engagement and learning outcomes.</li><li>● Registrations increased by 20% after successful conduction of these events.</li><li>● Trained more than 50 candidates for interviews and provided actionable feedback as a panellist.</li></ul>		

## INDUSTRIAL LIVE PROJECTS

<b>Intern, Hamari Pahchan NGO</b>	<ul style="list-style-type: none"><li>● Created content for promoting the NGO on various social media platforms'</li><li>● Designed 20+ posters and 10+ video advertisements for raising funds by driving awareness and engagement.</li></ul>	<b>2022</b>
<b>Strategy Intern, Jankalyan Multipurpose Education Society</b>	<ul style="list-style-type: none"><li>● Supported fundraising strategies to facilitate education for underprivileged children.</li><li>● Executed campaigns for the SHIKSHA Project to boost visibility and engagement.</li><li>● Evaluated campaign performance and recommended improvements for future initiatives.</li></ul>	<b>2022</b>

## ACADEMIC PROJECTS

<b>International Institute of Professional Studies, DAVV</b>	<ul style="list-style-type: none"><li>● Worked on a business idea in my final year of college, a Pet-friendly Café</li><li>● Formulated a strategic business plan for maximizing growth, integrating all functional areas.</li><li>● Developed a proof of concept for the café by setting up a stall on our college campus.</li></ul>	<b>2023</b>
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## POSITIONS OF RESPONSIBILITY

<b>Member, Entrepreneurship &amp; Innovation Council</b>	<ul style="list-style-type: none"><li>● Served as a core team member in organizing a panel discussion featuring founders at the Leadership Summit held at IIM Rohtak.</li><li>● Working in the business development activities for Startup Synapse initiative</li><li>● Member of the core organizing team of “E-talks: Connecting the dots”</li><li>● Conducting various intra-collegiate events such as Triathlon 6.0, Merchants of Rohtak &amp; E-week</li></ul>	<b>2024</b>
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## ACHIEVEMENTS & EXTRA-CURRICULARS

<b>Achievements</b>	<ul style="list-style-type: none"><li>● Received an Academic Excellence Award for being a top scorer in my school life</li><li>● Secured 2<sup>nd</sup> rank in my school in XII Boards Examination</li></ul>	<b>2020</b> <b>2020</b>
<b>Competitions</b>	<ul style="list-style-type: none"><li>● Top 50 in All in the News Quiz (Spring into Action - College Quiz Series)</li><li>● Secured 3<sup>rd</sup> place in 500+ participants in the Viral Vibes Quiz by IIM Rohtak's Marketing Club, Marque</li></ul>	<b>2024</b> <b>2024</b>
<b>Certifications</b>	<ul style="list-style-type: none"><li>● Google SEO Fundamentals course by the University of California, Davis</li></ul>	<b>2024</b>
<b>Others</b>	<ul style="list-style-type: none"><li>● Volunteered as a food server at a government hospital</li></ul>	