

# LOGESH C

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## PROFESSIONAL SUMMARY

MBA graduate skilled in customer relationship management, digital transformation, and data-driven operations. Experienced in managing client portfolios, optimizing workflows, and supporting decision-making through analytics using Excel and Power BI.

## PROFESSIONAL EXPERIENCE

### Senior Associate | City Union Bank, Sivakasi

Nov '24 – Mar'25

- Managed and retained a portfolio of retail customers by providing personalized banking solutions and relationship support.
- Achieved deposit growth and cross-sell targets by identifying customer needs and offering suitable financial products.

### Management Trainee (Operations Intern) | Genpact, Bengaluru

Jan'24 – Jul'24

- Assisted in project execution by tracking timelines, deliverables, and team resource allocation.
- Enhanced Excel/Power BI dashboards to monitor operational KPIs and highlight process improvement opportunities.
- Delivered data-backed insights to leadership for performance review and decision-making.

### Business Development | Startnet, Salem

Mar'23 – Dec'23

- Led digital enablement initiatives to streamline internal workflows and improve customer engagement.
- Executed SEO, SEM, and social media campaigns to support brand visibility and lead acquisition.
- Managed the sales funnel from lead generation to closing, achieving monthly digital sales targets.

## PROJECTS

### Project Trainee (Operations Intern), Genpact, Bengaluru | MS Excel, Power BI | Jan'24-Jun'24

Enhanced dashboards to track operational performance, identify trends, and provide actionable insights.

### Summer Internship Project (Business Development Intern), ITC, Tirupur | MS Excel | Jul'23-Aug'23

Created an Excel dashboard that visualized sales trends, revenue, and customer acquisition, enhancing real-time decision-making.

### Freelance Projects

#### Ecommerce Site Development for Organic Cosmetic Brand | Woocommerce | Jul'23-Aug'23

Designed client's Woocommerce website, improving SEO and page speed by 40%

## SKILLS

- Business:** Client Relationship Management, Stakeholder Handling, Market Research, Process Optimization.
- Analytics & Tools:** Excel, Power BI, Tableau, MySQL, Python (Basics), HubSpot CRM, Notion, Canva.
- Product & Strategy:** Requirement Gathering, Prioritization, Prototyping, Competitive Analysis, Go-to-Market Planning.

## EDUCATION

MBA	8.02/10	Sona College of Technology, Salem	Jul'22 – Jul'24
M.Sc (Biotechnology)	8.97/10	Bharathidasan University, Trichy	Aug'19 - Sep'21
B.Sc (Biotechnology)	6.02/10	Psg College of Arts and Science	Jun'16-May'19

## CERTIFICATIONS

- Product Management Fellowship** certification from **Product Space**, 2025 (**Top 20** among the cohort of **80+ members**)
- Data Analytics Fellowship** certification from **OdinSchool**, 2025
- Google Data Analytics Professional Certificate**, 2025
- Lean & Six Sigma** – Genome BITS Wave Trained & Tested from Genpact, 2024
- Generative AI (Beginner)** – Genome BITS Wave Certification from Genpact, 2023

## EXTRA-CURRICULAR ACHIEVEMENTS

- Business Quiz Winner (Winner** among **100+** teams), Inter B-School **Quiz Competition**, CMS Business School, 2024
- Business Quiz Runner**, Inter B-School **Quiz Competition**, SSN School of Management, 2023
- Spearheaded the Business Quiz** event with **100+** footfalls organized during College Fest, 2023
- Business Quiz Winner**, Inter B-School **Quiz Competition**, KSR College of Engineering, 2023