

Namrata Kumari

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SKILL SUMMARY

- **Technical Skills** : Python, MS Office, Canva, Adobe Photoshop, Tableau
- **Soft Skills** : Leadership, Problem-Solving Skills, Team Player, Adaptability
- **Financial Skills** : Financial Statement and Stock Market Trading

INTERNSHIPS

Finance Intern | Punjab National Bank | Ekangarsarai

June – August 2024

- Developed a mindset of **consulting and advisory** for investment in respected areas
- Gained hands-on experience in financial analysis, banking operations, and customer service in a large nationalized bank
- Assisted in preparing financial reports, conducting data analysis, and reviewing loan applications

Marketing Intern | Younity | Work From Home

June– July 2024

- Created and managed content for social media platforms, growing audience reach, boosting follower base with a hike of **8%**
- Collaborated with cross-functional teams to implement promotional strategies that enhanced customer engagement and drove traffic to the website
- Analyzed campaign metrics using tools like Google Analytics and presented findings to senior management, driving data informed decision-making

PROJECTS

Financial Modeling Project – Sahyog Bachat Mandal

March 2025

- Built a financial model for **Sahyog Bachat Mandal**, enhancing financial inclusion for underserved communities.
- Implemented solutions to overcome operational challenges such as irregular cash flows, trust barriers, and administrative inefficiencies.
- Optimized financial tracking and reporting systems, leading to improved transparency, member participation, and savings growth.

Startup Financial Model & Strategic Planning – LocalNest

August 2024

- Built an investor-ready financial model for LocalNest, including full P&L projections, Balance Sheet, Cash Flow analysis, and Break-even point calculation.
- Led strategic planning by designing the Business Model Canvas, STP framework, SMART growth objectives, and a detailed marketing and sales forecast.
- Structured end-to-end operational models, including cost optimization strategies, recruitment blueprints, salary structures, and organizational design for business scaling.

Shopify Live Project | LPU

January - June24

- Designed and deployed a fully functional Shopify store from scratch, improving client visibility and increasing online sales by **25%** within the first 3 months
- Enhanced the website’s navigation and checkout process, reducing cart abandonment rates by **15%** and improving customer satisfaction
- Integrated third-party tools for inventory management, payment gateways, and customer relationship management, streamlining business operations by **30%**

Community Development Project | Umeed

May – July 2023

- Increased community participation in health and hygiene initiatives, ensuring that community members take ownership of maintaining their health and hygiene standards
- Focused empowerment of women and children by providing education on menstrual health and nutrition, fostering leadership in promoting family health and hygiene
- Enhanced my **leadership skills, crowd handling and communication skills**

INNOVATION & PATENTS

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|--|----------------------------|
| Infrared & AI-Integrated Helmet (Patent Pending) | June 2024- till now |
| <ul style="list-style-type: none">Designed a smart helmet with infrared cameras and AI integration to enhance visibility in foggy and low-light conditions.Aimed to reduce road accidents by providing bikers with real-time object detection. | |
| Bio-waste Recycling System (Patent Pending) | June 2024- till now |
| <ul style="list-style-type: none">Developed an innovative process to recycle medical waste, such as used injections, bottles, into reusable products.Aimed at reducing environmental pollution and promoting sustainable waste management in the healthcare industry. | |

ACHIEVEMENTS

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| Completed SEBI Investor Certification Examination (Secured 48/50 Marks) | Feb’ 25 |
| Qualified Banking and Insurance Certificate (Swayam) | May’ 24 |
| Volunteered the Spectra Event (LPU) | Jun’ 23 |

CERTIFICATIONS

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| SEBI Investor NISM | May’ 24 |
| Leadership Skills IIM Ahmedabad | Jan’ 24 |
| Career Essentials in Generative AI Microsoft and LinkedIn | Nov’ 23 |
| Master Microsoft Excel LinkedIn | Nov’ 23 |
| Accounting Foundations: statement and cash flows LinkedIn | Oct’ 23 |

EDUCATION

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|---|---|
| Lovely Professional University <i>Master of Business Administration; CGPA: 7.00</i> | Punjab, India Aug’ 24 – Nov’26 |
| Lovely Professional University <i>Graduation; CGPA: 7.00</i> | Punjab, India Jul’ 22 – Mar’ 24 |
| SHG Intermediate College <i>Intermediate; Percentage: 78%</i> | Bihar, India Jul’ 18 – Mar’ 19 |
| ST. Joseph Academy <i>Secondary School; CGPA: 9.6</i> | Bihar, India Apr’ 16 – Mar’ 17 |