

## CAREER OBJECTIVE

Goal oriented, aspire to excel in a challenging and dynamic organization with a professional work driven environment where I can utilize and apply my knowledge and skills which would enable me as a fresh graduate to grow while fulfilling organizational goals.

## EDUCATION

### SIES School of Business Studies

2023 - 2025

P.G.D.M. - Marketing | Pursuing

### Ashoka Center For Business & Computer Studies, Nashik

2019 - 2022

B.B.A. - Management | Percentage : 93.52 / 100

### Dr Gujar Subhash High School, Nashik

2019

12<sup>th</sup> | MSBSHSE | Percentage: 86.39 / 100

### St Patrick Convent High School, Nashik

2017

10<sup>th</sup> | MSBSHSE | Percentage: 84.60 / 100

## AWARDS AND SCHOLARSHIPS

- Merit Based Scholarship- Secured 2nd rank in graduation
- Savitribai Phule Pune University Ranked 9th -Merit List BBA toppers 2022
- Won 1st Prize in logopedia competition (Digital Logo and branding strategy making event)
- Won best NGO internship award, worked closely with Sampooran Siksha NGO to provide education to the underprivileged kids.

## GRADUATION PROJECT INTERSHIPS

### Bigbazaar | Retailing

01 Aug, 2021 - 16 Aug, 2021

Sales and Marketing Intern

-Managed and sold 450 Gala product (mob) during the internship

-Gained a deep understanding of the product. Interacted with retailers, suppliers, distributors to capture insights on primary quantitative data of the market and propose strategies to enhance sales

-Created personalized selling campaigns focusing on product features, specifications and benefits

-Conducted a qualitative and quantitative survey of 75 retailers in Central Nashik and understood the market share and market penetration of Gala mob product division

## OTHER INTERSHIPS

### Point 72 reality | Real Estate

01 Apr, 2021 - 30 Oct, 2021

Market Research Analyst

-Collected data on HOA's through online findings and calls and consolidated the information into the company's workflow system

-Performed valid and reliable market research analysis based on the data collected

-Developed skills like excel, communication, presentation and research

### AIESEC

07 Feb, 2020 - 01 Feb, 2021

Marketing Team Lead

**Key Skills:** Canva

-Led a team of 6 members

-Completed the task of getting entity partnerships and sponsorships

-Conducted events such as entrepreneurial talks by inviting international speakers on board

-Visited other institutions in order to market about the event in other colleges

## PROJECTS

### A study on ratio analysis of Margin sentiment Advisory Pvt Ltd

**Mentor:** Mrs Rinju Sahadevan

**Key Skills:** Financial Statement Analysis Microsoft Excel

**Project Link:** [https://drive.google.com/file/d/1yQ\\_J2F-0Pd20lxqTo\\_2T2vwBNVUyUdFY/view?usp=drivesdk](https://drive.google.com/file/d/1yQ_J2F-0Pd20lxqTo_2T2vwBNVUyUdFY/view?usp=drivesdk)

Analysed and interpreted the financial statements of the company using ratio analysis method

## CO-CURRICULAR ACTIVITIES

- Member of Finscom Club 23-2024 of SIES School of Management Studies
- Presented research paper on 'Diversity and Equity in Academia' at ITM National Level Conference, Kharghar
- Member of Placements Committee 2023-25 of SIES School of Management Studies

## EXTRA CURRICULAR ACTIVITIES

- Cultural Representative 2021-2022 of Ashoka College of Business and Computer Studies

## PERSONAL INTERESTS / HOBBIES

- Painting and Sketching
- Reading Books

## PERSONAL DETAILS

**Gender:** Female

**Marital Status:** Single

**Current Address:** NL-5 type Building No 11, Sec-3 Nerul,  
Nerul, Maharashtra, India - 400706

**Email:** shinuanusha81@gmail.com

**Date of Birth:** 12 Nov, 2000

**Known Languages:** English, Hindi, Marathi.

**Permanent Address:** Arc classic, Sansari lane-2, Sansari Naka,  
Devlali camp, Nashik, Maharashtra, India - 422401

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