

# HARINI DHAKSINA

## MBA Graduate



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Namakkal, India



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### SKILLS

Microsoft Office

Communication Skills

Time Management

### LANGUAGES

English

Tamil

### HOBBIES

- Content Writing
- Endurance and team sports
- Poster making

## PROFILE

*Experienced and dedicated Business analyst with less than one years of experience helping clients to meet and exceed business goals. Bringing forth proven expertise in guiding business operations, management, strategy, and profitability*

## EDUCATION

### MBA

Nov 2020 – May 2022

PSG Institute of Management, Coimbatore

Graduated with 84.9% and specialized in Marketing and HR

### Bachelor of Commerce

Jun 2017 – Sep 2020

PSGR Krishnammal College for Women, Coimbatore

Graduated with 75% and specialized in professional accounting

### Commerce

Jun 2015 – Apr 2017

Riverside Public School, Ooty

Graduated with 74%

## WORK EXPERIENCE

### Business Analyst

Jun 2022 – Jan 2023

Cognizant Technology Solutions, Coimbatore

- Supported the pre-sales efforts of the BD Team by analysing and identifying the client requirements from the RFP document and identifying the service line that are needed for solutioning.
- Assisted in solution development and articulation based on the scope and problem statement.
- Coordinated the Pre-sales activities such as RFP & RFI and other deliverables between stakeholders.
- Managed and worked on sections of Deal responses like pricing and estimation, Q&A references, case studies and all deal related documents.

## ACADEMIC PROJECTS

### Consumer Behaviour towards Willingness to Subscribe Over-The-Top Services during Pandemic

May 2022

*Providing substantial evidence for the variable used which impacts the customers to subscribe.*

### Social media adoption among SMEs in Tamil Nadu during Pandemic

Jun 2021

*The growth of social media adoption in various SME's based in Tamil Nadu.*

## INTERNSHIPS

### Sales Associate

Jun 2021

#### The Outlook Groups

- Performed sales tasks by selling magazine on subscription basis.
- Gained Knowledge on marketing domain fields (CRM, digital Marketing, Product & Brand Management and Advertisement) based on magazine industry.

### Market Researcher

Mar 2021

#### 6Wresearch

Market research was carried out for jojoba oil, and results were provided for blogs.

### Audit

May 2017

#### BRG Associates

FINANCE - Digital Filing of financial statements and journal transaction for SMEs

## CERTIFICATES

### Six Sigma Foundations

Jan 2023

Learned to make use of statistics and data analysis to analyse and reduce errors or defects and create perfection for every product/service within an organisation.

### Marketing Analytics

Jun 2021

Obtained knowledge on different analytics used by different companies along with CLV.

### Strategy of Content Marketing

Jun 2021

Learnt how to develop, organize and implement a content marketing strategy.  
Gained idea on four types of strategic content and 7A Framework.

### Brand Management

May 2021

Learnt about the alignment of brand and behaviour of the consumers.  
Gained knowledge on brand designs and metrics.

### Fundamentals of digital marketing

Jan 2021

Learned about the significance of keywords in digital marketing  
Grasped knowledge on SEO & SEM techniques.

### Email Marketing

Jan 2021

Grasped knowledge on creation of email campaigns  
Gained an idea on A/B testing of content

## EXTRACURRICULAR ACTIVITIES

### Writer

Feb 2021

#### Jaipura Institute of Management

Participated in National Essay Competition named "Phoenix Inked" to write on Environmental change.

### Audiobook Narrator

Jan2021

#### Tamil Nadu Association for the Blind

Narrated the academic books for junior school.

### Captain

Jun 2012 – Mar 2017

#### Riverside Public School, Ooty

Participated in various competitions on National, State and District levels.

### Event Organizer

Mar 2017

#### Riverside Public School

Organized events such as Republic Day fest, MUNs and Annual days.