# NAZIYA PARVEEN

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# Objective

Results driven MBA aspirant. Excellent in problem solving skills and ability to perform in a team. Seeking to contribute to the organization’s growth as well as learn and develop my own skills.

# Educational Qualification

* Bachelor’s in commerce from Kanpur University: Class of 2017-2020, CGPA/Percentage: 55%
* Masters in MBA from IBS Gurgaon: Class of 2022-2022, CGPA of 6.53
* Intermediate from ICSE Board: Maharana Pratap Education Centre, Kanpur, in 2017, Percentage: 72%
* High School from CBSE Board in 2015 with CGPA of 8.0

**Internships (14 weeks: Feb to May 2021) Organization:** Bajaj Allianz Life Insurance, Delhi

**Project Area:** Advertisement & Marketing

**Project Title:** Study on consumer insights and behavior for designing Ad-campaigns of Bajaj Allianz LTD.

# Project Synopsis:

This project was based on the advertising strategies of Bajaj Allianz Life Insurance along with its branding strategies. I have worked on competitive analysis of major competitors with respect to advertisement strategies used by them on social media. I have also run a primary research to understand consumer behavior and preferences on Life Insurance and Content on Social Media platforms.

# Objectives:

* To find out the USPs of the product and services of Bajaj to design advertisement campaigns.
* To understand the consumer behavior towards social media platforms and its content.
* Study the competitor advertisement strategies for different media platforms.

# Project Deliverables:

* Primary Research to understand consumer behavior on Life Insurance products and Social Media Platforms.
* Comparative Analysis of advertisement strategies used by major competitors.

**Additional Internship (2 Months: 17th Aug to 16th Oct 2021) Organization:** UltraTech Cement Ltd, Zonal Office, Noida

**Project Area:** Sales and Marketing (Customer Journey Mapping & Business Analytics)

**Project Name:** Understanding Home Builders journey (Moment of truth) at UltraTech Dealer and UltraTech Building Solutions Franchise Stores to build loyalty till next Gen of Home Builders through their retail channel i.e., UltraTech Building Solutions Franchise stores.

# Project Synopsis

* Understanding the current and future of the Modern Retail Store of Building Material.
* Factors driving the transitions from unorganized Building Material shop to modern Trade building material stores in India in Lieu with Customer needs and wants.
* Future Proposition and forward integration to B2B and B2C Portal by Building Material Leaders.

# Objectives:

* Understanding Home Builders Journey and behavioral changes during Home Building (Planning to finishing) at UltraTech Building Solutions Stores (UBS) of UltraTech Cement ltd.
* Understanding changing behavior, Expectation Vs Current Scenario in Building Material Industry.
* Upgradation by companies, Leaders in Building Materials. Say Vs Actual
* Future Perspectives of Leaders of Building Material Industry and Way Forward.
* B2B Portal of Building Material Companies and Growth Stories.

# Deliverables

* Understanding different Franchise Models: COCO, FOFO etc.
* Analysis of Color Idea Stores (Asian Paints), Color and Style (Berger Paints) and Hippo Sores (Dalmia Bharat), SWOT analysis and what could be for UltraTech Building Solutions stores.
* Interview and surveys of House Builders, Contractors, Dealers, Retailers (Secondary Analysis)
* Primary Analysis (Understanding the future of Building Material in India
* How UltraTech Cement Ltd through their Franchise Store can: UltraTech Building Solutions stores can convert 100% Journey through franchise owners: UltraTech Dealer.

**Work Experience**

Presently working: - May 2022

**Organization:** AkzoNobel India Ltd.

**Designation**: Market development officer

**ROLE**:

* Recruits manage and develop a team of experience specialist.
* Ensure team members are properly trained or cross trained to allow optimum work allocation and levelling workload.
* Maintain customer relationship management.
* Attending sales meeting and creation new strategies to increase sale.

**Achievements in AkzoNobel:**

* Within six month I got promoted from sales trainee to MDO.
* Become one of the best achieving candidate in Q3.

**Five Month Experience.**

**Organization:** Fleetx.

**Designation**: Key Account Manager

**ROLE**:

I used to Act as a link between our key customers and my organization. Which means that any problem that clients are Facing, I am tend to be their first line of problem solver. I also used to manage 7 to 8 people (Technicians) which were on ground to provide services to our key clients. I also used to prepare the monthly reports for our key clients like Grasim, Prakash Industries and Jindal Steel etc.

Apart from this in my working journey I have also got recognition from my client to work with very fluently.

# Projects Undertaken

* **2021: PESTEL** Analysis and Porter’s Fine Analysis for GODREJ.
* **2020:** Understanding various marketing concepts of TESLA Inc.
* **2019: SWOT** Analysis on Amul.

# Certifications

* The Fundamental of Digital Marketing.
* Branding Management: Aligning Business, Brand and Behavior
* Certificates in English Communication Skill.
* Cleared CCC Examination
* EF Standard English Test.

# Awards/Achievements

* Awarded the best student coordinator in the cultural fest of college in graduation.
* Awarded best dance performer in graduation.
* known multiple languages like Urdu and Arbi.
* Multiple Prizes in Dancing, Painting and Debates.

# Extra-Curricular Activities & Hobbies

* Organized various events in college.
* Operates Makeup Tutorial, Dace & fashion blogging page on Instagram.
* Active member of ROBIN HOOD NGO for underprivileged kids.
* Hobbies are Dancing, Painting, Travelling and Video editing.

# Personal Details

* Date of Birth : 22/10/1999
* Gender : Female
* Mobile Number : 83038 29795(Calling ), 8543092658(WhatsApp only)
* Current Address : 122, Block-A, Vipul World, Sector 48, Gurugram,

. Haryana – 122018.

* Permanent Address : 116/936, Roshan Nagar, Kanpur, UP: 208019