

## S.Twinkle

15202159@ksom.ac.in | ☎:+91 8280165661 | **Gender: Female**

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### OBJECTIVE

I believe as professionals, the relationship we share with our organization has to be essentially cooperative. In line with this belief, I intend to associate myself with an organization that offers me the scope to update my knowledge and skills even as I play a key role in its own growth along with the organizational objective.

### PROFESSIONALSYNOPSIS

- ◆ Comprehensive problem solving abilities and logical thinking.
- ◆ Adaptability and ability to learn new technologies fast.
- ◆ Team leadership quality.
- ◆ Quick learner.
- ◆ Self-confident.

### SUMMER INTERNSHIP

Company	Project Title	Highlights
HCL INFOTECH Pvt.Ltd  (May 2016 – July 2016)	Attrition and Retention	<ul style="list-style-type: none"><li>◆ Calculate the attrition rate of the organization.</li><li>◆ Understand the attrition trend in a monthly, half yearly and quarterly basis.</li><li>◆ Understand the attrition on the basis of location.</li><li>◆ Provide the demographic profiling of the resigned employees for both the mentioned year.</li><li>◆ Provide a forecast of attrition rate for the current year.</li><li>◆ Understand the cost associated with it-financial effect that high turnover has.</li><li>◆ Take efforts and measures to improve the situation and conditions of employment.</li></ul>

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### EDUCATIONAL QUALIFICATIONS

Qualification	Institute	Board / University	Year	% / CGPA
MBA(Marketing & HR)	KIIT SCHOOL OF MANAGEMENT, BBSR	KIIT University	2017	6.7
B.Tech(EEE)	HITECH COLLEGE OF ENGINEERING, BBSR	BPUT	2013	65.6
XII(Science)	RAVENSHAW JUNIOR COLLEGE, CUTTACK	CHSE	2009	62%
X	SECONDARY BOARD HIGH SCHOOL, CUTTACK	HSC	2007	78%

### COMPUTER PROFICIENCY

Computer skill: MS Word, Excel, PowerPoint, SQL SERVER, MS OFFICE

Operating Systems: Windows XP, WINDOWS 7 AND Windows 8, Linux

Technology: Dot Net (VB.Net, ASP.Net, ADO.Net), SQL

### ACADEMIC PROJECTS

Project Area	Organization	Project Details
Retail Marketing (October – December, 2015)	Pantaloon BBSR	<ul style="list-style-type: none"><li>◆ Types of Retail Outlet in terms of Format, Retailing Process, Ownership</li><li>◆ Product Assortment and Target Segment</li><li>◆ Various marketing communication used inside the store</li><li>◆ Pricing Strategy</li><li>◆ Store Ambiance and Consumer Experience</li><li>◆ Store Location and appropriateness</li></ul>

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Services marketing (February – April, 2016)	KSOM BBSR	<ul style="list-style-type: none"><li>◆ Analyzed the difference between online and offline stores</li><li>◆ Compared the factors that meet customer's satisfaction and perception of service quality</li><li>◆ Contextualised how a service provider can create differentiation in customer engagement</li></ul>
Personal selling project(August – October, 2016)	KSOM BBSR	<ul style="list-style-type: none"><li>◆ Segment target</li><li>◆ Depending upon the need and wants of the customer sold the product</li><li>◆ Try to resolve the customers problems</li></ul>

### C0-CURRICULAR ACTIVITIES

- ◆ Core Member of SANSKRITI CLUB of KIIT School of Management, KIIT University.
- ◆ Coordinated for Judges in INHOUSE event 2016
- ◆ Won 1<sup>st</sup> Prize in ODISSI dance competition at Hi-Tech College Of Engineering
- ◆ Participated in College Tech Fest
- ◆ Won several Prizes in painting and singing at school level competitions.
- ◆ Area of Interest: Cooking, Fitness, music, painting

### EXTRA CURRICULAR ACTIVITIES

<b>Awards</b>	<ul style="list-style-type: none"><li>◆ Gold Medalist ODISSI dance, State-Level junior Scholarship in ODISSI</li></ul>
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PERSONAL INFORMATION	
Date of Birth	June 15 1993
Nationality	Indian
Permanent Address	Bimala Niwas, Arunodaya Nagar, Link Rod, Cuttack-753012
Marital Status	Single
Alternate Email ID	twinkleswain1993@gmail.com
Languages Known	English, Hindi, Oriya