

Rachana Ekale

University of Bath, Bath, U.K. | E-mail: Rachana.ekale1998@gmail.com | T: (+44) 7597 893000

Education

University of Bath, School of Management (Sept 2016-Jun 2020)

BSc (Hons) Management: *Four-year, sandwich degree with an industrial placement in the penultimate year. Current Average (2:1)*

Delhi Private School, Sharjah, U.A.E (April 2003-April 2016)

Central Board of Secondary Education: Average achieved- **91.2%** (Business studies- 93 Economics- 95 Accountancy- 83 Psychology- 96 English- 89)

Work Experience

Microsoft, United Kingdom, Business Program Manager Intern (July 2018 – June 2019)

Experience:

- **Modern Workplace Evangelist:** Driving consumption of Modern WorkPlace suite (Office 365) among some of the strategic customers such as **Ministry of Defence, Heathrow Airport, M&G, GSK, Lloyd's Banking Group, Unilever and Bupa Dental**. Focused mainly on Microsoft Teams adoption and consumption. Experience gained in consulting by helping the Customer Success Unit and Account Team Unit. As part of my association with the **Ministry of Defence(MoD)**, I succeeded in increasing the adoption of Microsoft Teams across the MoD by over a **100%** of their Monthly Active Users(MAU) in a span of 6 months.
- **Modern Workplace champ:** Part of the Modern Workplace champ's 101 Team. This entailed a group of interns helping business areas across Microsoft to drive consumption of Office 365 product offerings.
- **Customer Service Business Analyst:** Analysed YouTube data about Microsoft support videos and finding trends in terms of demographics, seasonal popularity and views.
- **BAME ERG Events Lead:** Active representative of the **Black Asian Minority Ethnic ERG** at Microsoft. Held the responsibility of an Events Lead and organised internal & external events such as Diwali, Eid, Chinese New Year and a partnership event with SEO charity.
- **Toastmasters Club:** Member of the speaker's club. Enhanced communication and presentation skills

Skills gained:

- Adoption & Change management
- Digital Transformation
- Ability to take ownership of projects
- Team coordination

Energy Engineering, Dubai, Data Intern (July 2017- Aug 2017)

Experience:

- Developed various sales & purchase invoices for projects given by international clients
- Reporting of sales and purchase logs

Skills gained:

- IT skills
- Attention to detail
- Developed work ethic and time management skills by managing deadlines

BlackBerry, Dubai, Sales Specialist (April 2015-May 2015)

Experience:

- Gained a useful insight into the retail sector by holding responsibility for increasing sales volume using promotional techniques
- Significantly increased sales by 10% implementing various marketing strategies
- Awarded the title “Best Employee”, in recognition of efforts to intensify sales and establish customer confidence

Skills gained:

- Communication skills developed by dealing with customers’ queries, their needs and complaints
- Use of creativity and initiative through pitching of unique proposals to customers

BlackBerry, Dubai, Sales Specialist (Sept 2014–Oct 2014)

Experience:

- Increased sales by persuading key customers and understanding consumer interests
- Valuable experience gained in performing as a team player; whilst at the same time developing a greater sense of responsibility through completing tasks autonomously

Skills gained:

- Developed the skill of proficient anticipation, marketing and negotiation of demands by targeting and approaching unique customers

Skills, Achievements & Interests

- ❖ PROSCI Change Practitioner – Change Management 3-Day course (**Microsoft**)
- ❖ High Performance mindset course (**Microsoft**)
- ❖ Academic Representative for first year Management Suite
- ❖ Events Representative of hall accommodation
- ❖ Society Representative of Bath Finance Society
- ❖ Operations Associate of Bath School of Management Student Association
- ❖ Active participant of the conversation club
- ❖ Languages: English (Fluent), Hindi (Fluent) and Marathi (Fluent)