AMISHA SONI

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**EDUCATIONAL QUALIFICATIONS & AHCIEVMENTS**

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| **Course (Stream)/Examination** | **Institution/University** | **Year of Passing** | ***Score*** | ***Performance*** |
| Bachelor of Commerce (Honors) | Lady Shri Ram College for women  (University of Delhi) | Pursuing | *8.26 (CGPA)* | ***Among the top 10 in commerce department*** |
| AISSCE (Commerce) | Vatsalya Sr. Sec. School (Vidisha) | 2016 | *95.00% [475/500]* | ***District Topper*** |
| AISSE | Vatsalya Sr. Sec. School (Vidisha) | 2014 | *9.40 (CGPA)* | ***District Topper*** |
| **Academic Excellence** | | | | |
| * Cleared the admission test for **Integrated Program of Management (IPM’16), IIM, Indore**; Was among the **top 1200** in India * Successfully cleared Undergraduate **Aptitude Test (UGAT’16) conducted by AIMA**; Was among the top 1200 in India * **Under 100 state rank** in the SOF – 16th National Science Olympiad * Secured 3rd **position among 20+ teams in the case study competition** organized by Department of Statistics, Lady Shri Ram College * Awarded **certificate of best performance** in “Bhartiya Sanskriti Gyan Pariksha” in a batch of **600+ students** | | | | |
| **Extracurricular Achievements** | | | | |
| * Letter of Appreciation (LOA): Awarded the LOA from **Gramiksha, Samriddhi Jewelers and the Principal, LSR** * Played badminton under National Sports Organization * Participated in annual cross country run LSR 2017, in support of girl child education * Undertook a professional Course of 2 years in Kathak Dance and successfully secured the first division * Tutored business studies to 12th standard CBSE students for 4 months in 2016. Each student scored 80+ marks in the subject | | | | |

**INTERNSHIPS & WORK EXPERIENCE**

* **Ernst & Young, India| Summer Intern, Campus Recruitment Team [April - June, 2018]**
  + **Analyzed job descriptions** for several positions to form an eligibility criterion; **Organized 5 mega recruitment drives**
  + Conducted **telephonic interviews** & superintended their **aptitude test, HR round, technical round and partner’s round**
  + Effectively **closed 10 positions each at analyst and associate level** as well as 30 article intern positions under the team guidance
  + Scheduled interviews & maintained referral tool on outlook; Successfully organized the “Meet & Greet” session for all the recruits
* **Gramiksha | HR Intern, National Human Resource Team [June - July, 2017]**
  + **Conceptualized a new HR model** by diagnosing the organization structure of India’s top 3 NGOs; Successfully **devised selection processes** for positions at all the levels in the proposed organization structure
  + Conducted **extensive research on the HR model of MAD, AIESEC & Teach for India**, with a comparative analysis
  + Got an **extended offer to be the City HR Fellow at Gramiksha**, Delhi for **outstanding performance** at work
* **Samriddhi Jewelers| Sales & Marketing [September - October, 2017]**
  + Strategized **marketing techniques to increase the sales turnover** of the firm; Suggested **diversification of the business into gems industry which was implemented effectively**
  + Conceptualized the “Diwali Bonanza**” marketing strategy** & modified the advertising campaign on radio, newspaper, public relations, promotional gifts, sales promotion etc

**POSITIONS OF RESPONSIBILITY**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  | | --- | | **Social Impact and Volunteering** | | * City HR Fellow & Volunteering, Gramiksha   + Impacted life of **200 children** from all age groups of **rurally backward areas** such as Moti Bagh by teaching them for 1 year   + Undertook fundraising events & awareness programs for supporting “**Child Education**” in various cities across India   + Screened over 200+ applications& **recruited 25 volunteers** by conducting group discussion, teaching round and personal interview | | * Project Advisor, Entrepreneurship cell, LSR * Actively involved in ideating entrepreneurial activities & competitions within & outside college and conducting feasibility analysis * Currently working on **Vriddhi**, a skill enhancement project and upcoming project Entrenari, **supporting women entrepreneurship** | | **Leadership and Team Management** | | * Core team, Research & Training, Placement cell, LSR * Tasked with **leading a team of over 25 students** to coordinate internships and placements for over 3500 students; **Boosted average CTC by 5.7% (YoY) for a batch of 400+**   + **On-boarded 35+ companies** for On-Campus Recruitment & training session for 21 courses | | * Sub-Head, Opportunity Desk, Student’s Council   + Conceptualized the theme of “A Desk of Opportunities” to get maximum registrations in the college and got **1000 registrations**   + Got **Letter of Appreciation from the Principal via Student’s Council** | | * Event Head, Shark Tank, Comquest’18   + **60 international teams** participated to present their business ideas in front of **well-known business tycoons** of India, as sharks.   + 2 preliminary rounds of shortlisting, auction for investment and then the final presentation begs the investment from the sharks. | | * Member, Sponsorship Team, Department of Commerce, Lady Shri Ram College2016   + Obtained media sponsors for the annual international department fest, Comquest | |

**PROJECTS UNDERTAKEN**

* **Paint for change- For Girl Child Education**
  + Raised sponsorship from **India@75,** in collaboration with **Confederation of Indian Industry,** to paint Government girls’ school.
  + Painted graffiti with a social message to spread awareness and motivate the girls to come to school regularly.
* **Advertising - VIP Pinnacle** 
  + Conceptualized the idea of GPS, alarm & power bank in a new range of bags known as Pinnacle, under the already existing brand, **VIP**
  + Conducted the **competitor analysis with American Tourister, Samsonite** etc.; launched an advertising campaign with videos, posters, billboards, radio recordings etc; Secured the **second highest scores in the project among 10 teams**
* **Who’s your HR?** 
  + Conducted a detailed analysis of the HR problems prevailing in a multi-national company and their HR Model.
  + Suggested various **customized solutions** to curb the problems such as **ESOP, free meal, a new promotional structure** etc.

**OTHER INTERESTS& ACTIVITIES**

* Intermediate level of knowledge in TALLY, MS Excel, MS Power point and MS Word; Dance, Singing, Cooking & Basketball