

Priya Nainwad | Female, 22 years | Ms Student

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EDUCATION				
MS Business Analytics	University of California, Riverside	Incoming Student		Fall 2024
Bachelor of Commerce	University of Mumbai	3.7/4		2019 - 2022
ACHIEVEMENTS				
Rank Holder	Ranked in the top 2% (15 out of 686 students) in the Bachelor of Commerce program (Somaiya Vidhyavihar)			2022
International Conference	International Conference on Marketing Innovation (Whitman School of Management, USA) at IIM Kashipur			2023
Awards	Won the Best Contingent Leader Award competing amongst 60+ Mumbai University colleges across the state			2022
TECHNICAL SKILLS AND TOOLS				
Python   SQL   LATEX   SPSS   SEO   ANOVA   Chi- Square   SAP   Tally   Sprout Social   Advance Excel   Adobe   Canva   Drupal   Microsoft 365   Premiere Pro				
WORK EXPERIENCE				
Research Assistant Indian Institute of Management, Sirmaur	• Assisted professor Dr.Vikas Kumar on marketing research project title ‘Consumer Perceived Brand Ethicality’ • Developed surveys to collect data from 200+ consumers to study the impact of CPBE and its role in marketplace • Performed meta-analysis on existing scales and literature to measure different constructs of the proposed model			Oct 202 - Jan 2024
Graduate Commercial Trainee- F&A Larsen and Toubro (HO)	• Prepared financial summaries for 21 states valued >100 crore liability amount and managed tax returns • Ideated in development of litigation management software (IRIS) through collaborations with tech consultants • Prepared MIS reports including sales and HSN analysis report resulting to 15% increase in credit utilization			March 2023 - Sept 2023
Finance Intern Cleartrip (Flipkart)	• Performed reconciliation of financial transactions at corporate level for total of 10,000+ accounts • Created and presented an excel expense report to project travel reimbursement of 15+ clients			June 2021- Aug 2021
Head Volunteer TATA Institute of Social Sciences	• Conducted a survey on e-waste generation and recycling trends in organized and unorganized sectors • Provided report for optimizing e-waste management method with expected 10% increase in recycling rates			January 2021
RESEARCH AND PROJECTS				
Role of Price Perception  (Python, SPSS, Data Analysis)	• Presented and submitted the paper at International Conference on Marketing Innovation at IIM Kashipur • Performed quantitative analysis to study and measure the individual differences and biases in price sensitivity • Analyzed collected data in SPSS Cronbach Alpha to check reliability of measurement model, resulting at 0.81 • Utilized Python for hypothesis testing Chi Square to validate the correlation of brand quality and willingness to pay			Oct 2023 - Jan 2024
FinTrackr Python	• Developed a python expense tracker with export features (Excel, CSV, PDF) and flexible data import • Enabled users to categorize, search and manage overall expenses and incomes with customizable filters			March 2021
Women and Workplace	• Executed diversity survey for female employees with 85% participation ideating gender equality initiative • Suggested the effective staffing and policy reformations through gender analysis framework to rectify the problems			Nov 2021
POSITION OF RESPONSIBILITY				
Public Relations- Head of Department	• Served as Head of Public Relations Department of 200+ members for Cultural Forum of Somaiya Vidyavihar • Invited and managed 20+ Celebrities/Figures for influence marketing to increase our events promotions • Prepared organic strategies using variety of SEO metrics to promote technical events across 45+ colleges			2021-2022
Website Manager	• Created and managed website for page promotion of our fest and events with an increased 10% interaction			2021-2022
Student Brand Ambassador	• Student Brand Ambassador of Red bull, Coolberg, Brewhouse, IIDE, Greenlight Event, SDBI • Led content and hosted campaigns for 5 brands, utilizing Sprout Social leading a reach increase of 30%			2021-2022
Volunteer Social Impact	• Led a team of over 40 Volunteers in organizing a cleanliness drive at 2 beaches across Mumbai • Volunteered in Animal shelter NGO, conducted survey for 10+ stray dogs adoption across the city			2021-2022
Content Writer	• Authored an article about our cultural forum and technical fest featured in Mumbai Metro Mirror Newspaper			2021-2022
Event Organizer	• Organized and hosted 10 technical and non technical events with participation of 45+ universities • Managed a budget of INR 1,00,000 in cash and kind, headed a team of 20+ members for digital marketing			2021-2022
Teaching Assistant	• Developed comprehensive study and solution guide for Commerce- I, utilized by 90% of the classroom			2021