PRIYA NAINWAD

📞 91-9653320408 ✉️ priyanainwad123@gmail.com 🔗 www.linkedin.com/in/priya-nainwad-5485b4210

Education

Somaiya Vidhyavihar- Mumbai University   **June 2019 – April 2022**
Bachelor of Commerce | CGPA: 8.8/10   *Mumbai, Maharashtra*

Achievements: Ranked in the **top 2% (15 out of 686 students)** in the Bachelor of Commerce program
Conference: International Conference on **Marketing Innovation** (Whitman School of Management, USA)
Relevant Courses: Financial Accounting, Auditing, Marketing, Business Economics, Maths and Statistics

Experience

Indian Institute of Management, Sirmaur   **October 2023 – January 2024**
Research Assistant   *Size: 500+, Himachal Pradesh*

- Assisted professor Dr.Vikas Kumar on research project titled **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

Larsen and Toubro   **March 2023 – September 2023**
Graduate Commercial Trainee- F&A   *Size: 500+, Mumbai*

- 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

Cleartrip   **June 2021 – August 2021**
Finance Intern   *Size:500+, Mumbai*

- Performed reconciliation of financial transactions at corporate level for total **10,000+** accounts
- Created an **excel expense report** to project travel reimbursement of **15+** clients

TATA Institute of Social Science   **January 2021**
Head Volunteer   *Size:100, Mumbai*

- Conducted a survey on e-waste generation and recycling trends in organized and unorganized sectors - on-site visit
- Provided report for optimizing e-waste management method with expected **10%** increase in recycling rates

Projects

Role of Price Perception | *Python, SPSS, Data Analysis*   **November 2023**

- Presented the paper by authors at **International Conference on Marketing Innovation** at **IIM Kashipur** in collaboration with **Whitman School of Management, USA**
- Coauthored in the 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

FinTrackr | *Python*   **March 2021**

- 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

Women and Workplace | *GAF*   **November 2021**

- Executed diversity survey for female employees with **85%** participation, ideating gender equality intiative's effectiveness
- Suggested the effective **staffing and policy reformations** through gender analysis framework to rectify the problems

Technical Skills

Programming and Tools: Python | SQL | LaTeX | SPSS | SEO | ANOVA | Chi- Square
Accounting Software and Design : SAP | Tally | Sprout Social | Advance Excel | Adobe | Canva

Leadership / Extracurricular

- Served as **Head of Public Relations Department** for Cultural Forum of S.K Somaiya College   [2022]
- Won the **Best Contingent Leader Award** competing amongst **60+** Mumbai University colleges   [2022]
- Student **Brand Ambassador** of **Red bull, Coolberg, Brewhouse, IIDE, Greenlight events**   [2022]
- Led content and campaigns for 5 brands, utilizing **Sprout Social** leading a reach increase of 30%   [2022]
- **Website Manager** at **technical department** of annual fest UTKARSH at S.K Somaiya college   [2021]
- Led a team of over **40 Volunteers** in organizing a cleanliness drive at 2 beaches across Mumbai   [2021]