

NANDHINI N

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An enthusiastic, competent, result-oriented and efficient management graduate from a reputed B-school with 2 years work experience in handling e-commerce portals: Product Listing to Order Fulfillment and Generating structural reports to carrying out promotional campaigns.

CAREER OBJECTIVE

To build a challenging career in E-commerce and marketing domain that offers excellent work culture, growth opportunities and empower to significantly contribute to the organization goals.

EDUCATIONAL QUALIFICATION

Year	Class	Institution	CGPA /Percentage
2015	MBA	Vellore Institute of Technology	9.0
2013	B.com (General)	Anna Adarsh College for Women	76%
2010	12th	Velammal Senior Secondary High School	93%
2008	10th	Seetha Kingston House Matriculation Higher Secondary School	66%

WORK EXPERIENCE

Organization: Blue Star Limited

Job Title: Assistant Manager (E-commerce)

Duration: May 2015 - Till date

- Responsible for handling E-commerce activities from listing of the order to its execution with various sellers such as Amazon, Flipkart, Snap Deal, Paytm and TataCliq for all Blue Star products (Room Air-conditioning Division) across India.
- Managed the first portal with which Blue Star signed up for direct fulfillment of orders contributing to increase in margins and attaining customer confidence on closing the loop.
- Spearhead the process of handling seller portal access of TataCliq for all Blue Star products from Stock update to price update and order execution,
- Act as a liaison between the internal and external teams to fulfill the order.
- Be a cross-functional team member by acting as a liaison with the company and brand aligned dealers for Amazon and Snapdeal (Market Place Channel) ensuring smooth flow of business.
- Responsible to coordinate for brand website with NDSL - an online service provider based in Mumbai to execute the customer order.
- Single point of contact for all aligned portal customer care and Blue Star service team to execute the installation calls with routine feedback to the portals.
- Structured and Formulated the reports generated by Paxcom, an E-commerce Analytics company to provide qualitative and quantitative insights to the company.
- Coordinate with internal marketing team and external marketing agencies to execute promotional activities and host campaign banners on the E-commerce portals.

WORK ACHIEVEMENTS

- Promoted from Senior Executive to Assistant Manager for diligence, hard work, vision and for excellent contribution to the department growth in the month of July 2017
- Actively participate in internal events such as Pot Painting and won during the financial years 2016 - 2017
- Mentored summer intern on the topic "Trend Analysis on Online Business Versus Offline Business in Air-conditioners Industry" during April 2016 to May 2016
- Held the position of Master of Ceremony for in-house events such as Safety Day, Blue Star Day etc,

INTERNSHIP

Project Title : "Portfolio Optimization on Bank (Nifty) based on an Event Study"

Organization: Motilal Oswal Financial Services Ltd

Duration: May 2014 - July 2014

- Assigned the task to work with the different wings of Finance i.e. maintaining portfolio of few customers, Analyzing the market changes due to an economic event (16th Loksabha Election of India)
 - Completed project on "Portfolio Optimization on Bank (Nifty) based on an Event Study" as a part of my Industry Internship Program.
1. Identified and listed various factors which may effect the stock performance of Banking companies listed on NSE BANK NIFTY index through internal discussions
 2. Conducted detailed study on how banks' financial parameters are affected due to a political event (16th Lok sabha election). Concluded election result as one of the major investment decision factor through survey and internal discussions
 3. Applied sentimental analytics (Twitter tweets) for all banks listed in NSE BANK NIFTY index using R Studio.
 4. Identified the optimal investment portfolio in banking sector enabling maximize return with minimal risk using Portfolio Optimization software
 5. Identified optimal investment portfolio for banks nullifying the effect of elections

ACADEMIC ACHEIVEMENTS

- Awarded '**Gold Medal**' for overall academic excellence in MBA at Vellore Institute of Technology in the year of 2015.
- Secured 1st rank for overall academic performance in MBA second year with 100% marks in Financial Management course in the year of 2015.
- Published Article entitled "The Influence of Sentimental Analysis and Portfolio Optimization on a Political Event Study" in Global Journal of Commerce & Management Perspective in Vol. 3(5), October, 2014.
- Secured 2nd rank for overall academic performance in MBA first year in the year of 2014.
- Proficiency Prize in Financial Management B.com- University of Madras for the year 2012 - 2013.
- Awarded with 'Certification of Congratulations' for being ranked in the top 100 among 1200 participants at Velammal's Aryabhata in the year 2008.
- Awarded with 'Certificate of Merit in Accountancy' at Deepam School of Commerce in the year 2010.

CERTIFICATIONS

- Certified by BSE Institution Limited for successfully clearing the assessment for the role of Equity Dealer (QP No. - BSC / Q 0201) Conforming to National Skill Qualification Framework Level 4 in the year 2015.
- Certified and successfully completed the 'Computer Accountant Course' with "A" Grade by CSC computer software college, Anna Nagar Center in the year 2010.

COURSES

- Successfully completed the 'Career Competency Development Program' in B.com held by 361°minds in the year 2013.
- Completed 'Tally Financial Accounting Program Volume 1-V' course at CSC computer Education (P) LTD T.Nagar.

EXTRACURRICULAR ACTIVITIES

- Director of Finance, Chennai Chapter, Uddeshya, 2013-2014.
- Represented as 'Brand Ambassador of MXIT INDIA PVT Ltd '(South African Chat application) which was launched in 2013 and was appreciated by the CEO & the Marketing Manager for bringing innovation in communication and building brand.
- Won Second place in the Basket ball event/ Tournament conducted during the campus Day Sports Event 2013 - 2014 at VIT Chennai.
- Certificate of Appreciation - graVITas 2013 in Creativity and Innovation.
- Participated in Kolu competition organized by VIT business School, VIT Chennai in October 2013.
- Participated in Creativity and Innovation Workshop conducted by VIT university, Chennai during the International Techno- management Fest - graVITas'13 in the year 2013.
- Entrepreneurial Development Cell - Participated in Adarsh Angadi for the year 2012 and 2013.
- Volunteered at the 9th Annual Sports meet in Velammal Matriculation. Hr. Sec. School in the year 2008.

STRENGTHS AND SKILLS

- Excellent communication skills
- Adaptable to any environment and capable of managing varying priorities
- Good in building networks with people
- Proficient in writing
- A good team player, ready to understand and shoulder responsibility
- Problem-solving and strong analytic skills
- Ability to finish work within deadline.
- Experience in handling Software tools like Tally, Microsoft Office, Weka, Portfolio Optimization by Excel, R Studio (Data Mining Software), IBM SPSS.

PERSONAL DOSSIER

Father's Name	: R.Narasimman
Mother's Name	: Radha
Date of Birth	: 19 October, 1993
Nationality	: Indian

Gender : Female
Marital Status : Married
Languages known : Tamil, English, Telugu (Speak)

DECLARATION

I hereby declare that all the information given above is true to best of my knowledge & belief.

PLACE:

DATE:

(Signature)
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