

# Palak Sharda

## Personal Information

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## Education

<b>BBA-Marketing</b> [NMIMS, Bengaluru]	2016 – 2019 CGPA – 3.34/4
<b>12<sup>th</sup> Standard</b> [St. Xavier's Sr. Sec. School, Delhi]	2015– 2016 Percentage – 92.27
<b>10<sup>th</sup> Standard</b> [St. Xavier's Sr. Sec. School, Delhi]	2014 – 2015 CGPA – 9.4/10

## Industrial Experience

### IARO EDUCATION

Since Sept 2019

Currently working as a Business Development Executive.  
Responsible for lead generation to conversion through inside as well as field sales.

### SIEMENS (Internship)

May '18 to June'18

Deep insight of Sales and marketing verticals at Siemens.  
Study of commercial verticals of the organisation.  
Learnt about CRM tool- PHILOS.

## Extra-Curricular Activities

- First Position in Inventorium (Retail Management Event) 2019
- First Position in Marketing Event "STRATEGO" 2018
- Second Position in "BIZ AND BYTES" organized by MODEX 2018
- Organizing and marketing team: "TEDx" (PR CELL) 2018
- Best Organizer of "Markwiz"- Marketing event 2017
- Participated in Fashion Show, NITYAKSH at NMIMS, Bangalore 2017

## Academic Projects

- Market research on Woodland. 2016
- Research Project on Education Industry. 2017
- Research on Jio (Hofmeyr's Conversion Model). 2017
- Worked on a Business Plan- Pen Impressions 2019 (Graphology)

### Academic Achievements:

- Awarded Silver Level in the HDFC Bank Meritus Scholarship, 2009.
- Awarded Tagore House English Award for being the school topper in English in the All India Senior School Certificate Examination, 2016.

### Key Modules:

- Sales and Distribution Management
- Direct and Digital Marketing
- Strategic Management
- Customer Relationship Management
- Consumer Behaviour
- Business Law

### Certifications:

- Published articles for college newsletter-MOSAIC.
- Successfully completed THE YOUNG LEADER'S SUMMIT at IIM- Bangalore.
- Successfully completed "Data Visualization" workshop organized at NMIMS, Bangalore.
- Introduction to Search Engine Optimization.
- Search Engine Optimization Fundamentals.

### Personal Skill

- Hard Working.
- Ambitious.
- Persistent and Loyal.

### Hobbies & Interests

- Reading
- Dancing
- Prone to organizing and Planning.

Languages – English & Hindi

## References

References can be provided on demand.

## **Position of Responsibility:**

• Head of Promotions at NMB Colloquium (Business Conclave).	2018-19
• Member of UG Cultural Committee- AROHA of NMIMS, Bangalore.	2016-18
• Member of PR Cell of NMIMS, Bengaluru.	2017 onwards
• Elected as Class Representative.	2017 onwards
• Lead of the UG Marketing Club- TAASWIQ of NMIMS, Bangalore.	2016-17
• Vice President of Commerce Club of St. Xavier's Sr. Sec. School.	2015-16