

Rupanwita Nimonkar

Email: rupanwitanimonkar@gmail.com

Phone: 7440746825



CAREER OBJECTIVE

Aiming to begin my career in marketing where I can learn, grow, and apply my understanding of marketing concepts in real-world scenarios. I bring strong communication skills, leadership qualities, and the ability to work well in teams and coordinate effectively. Open to exploring various areas within marketing to build a solid foundation for my professional journey.

EDUCATION

Degree/ Course	Institution	University/Board	Year of Passing	Percentage/ CGPA
Master of Business Administration (M.B.A.)	ICFAI School of Business, Hyderabad	ICFAI Foundation of Higher Education	2024-2026	7.16 CGPA
Bachelor of Business Administration (B.B.A.)	Shri Vaishnav School of Management, Indore	Shri Vaishnav Vidyapeeth Vishwavidyalaya	2020-2023	7.7 CGPA
12 th Board	St. Mary’s Convent Senior Secondary School, Ujjain	CBSE	2020	56.4%
10 th Board	St. Mary’s Convent Senior Secondary School, Ujjain	CBSE	2018	62.8%

EXPERIENCE

Internships:

Times Of India Intern (March 2025 – May 2025)

Supported marketing activities by promoting offers and sharing information with customers to increase reach and build brand awareness.

- Customer engagement to pitch newspaper subscriptions.
- Effectively communicated product value to diverse customer segments.
- Contributed to improving subscription sales through persuasive selling techniques.
- Developed interpersonal, sales, and field marketing skills through real-world experience.

ICFAI Digital Assistantship Program - Team Head (July 2024 – Present)

Started as a content creator for the college’s social media pages like Instagram, LinkedIn, and YouTube to help increase online presence. Now leading a team of 10, guiding junior members and overseeing content planning and execution.

- Lead a team to promote the college’s presence across social media platforms.
- Plan and create engaging digital content to boost visibility and reach.
- Coordinate with departments to highlight key events, achievements, and updates.

PROJECTS

Readership And Subscription Patterns Of TOI: A Consumer Behaviour Analysis

Conducted during my internship at The Times of India, this research focused on understanding consumer behaviour behind newspaper readership and subscription trends. The study analysed factors influencing subscription decisions, such as content preference, pricing, delivery experience, and digital vs. print choices, offering insights to enhance subscription strategies.

Field Study – Local Street Food vs. Fast-Food Chains

Conducted a comparative study on Ujjain’s local street food vendors and major fast-food chains, analysing pricing, customer preferences, marketing strategies, and consumer behaviour. The project provided insights into the competitive positioning and long-term sustainability of local vendors.

Minor Research – Impact of Product Packaging on Consumer Buying Behaviour

Explored how packaging elements such as colour, design, material, and labelling affect consumer purchase decisions. The study involved surveys and observations to analyse behavioural patterns and highlighted the psychological and visual influence of packaging on brand perception and sales.

EXTRA CULLICULAR

Lead Vocalist – Diatribe – Official Rock Band of IBS Hyderabad

2025 – Present

- Perform at college events and inter-college competitions as the lead vocalist.
- Showcase creativity, stage presence, and collaboration through musical performances.
- Contribute to team coordination, set planning, and audience engagement.

Senior Executer – Samavesh Club

2024 – Present

- Contributed to musical performances during cultural events and college functions.
- Collaborated with team members to plan and execute engaging stage acts.
- Fostered creativity and coordination through active participation in club initiatives.

PR Head – Riyaz: The Music Club

Shri Vaishnav Vidyapeeth Vishwavidyalaya | 2021 – 2023

- Led public relations and content strategy for the club’s official social media presence.
- Created and managed engaging content to boost online visibility and student engagement.
- Collaborated with club members to promote events, performances, and initiatives

PERSONAL DETAILS

Date of Birth: September 10, 2002

Nationality: Indian

Linguistic Knowledge: Hindi, English, Marathi

Communication Address: IBS Hyderabad, Telangana-501203