



Lolla Shivani

PGDM in Marketing with Innovation & Entrepreneurship Minor - Equipping for Sales & Service

CAREER OBJECTIVE

Driven sales student seeking sales lead roles in the industry to contribute dynamic leadership, surpass targets, and fuel revenue growth for the organization.

INDUSTRY PROJECT(S)

Organization: Urban Company

Designation & Duration: Operations Intern (1.5 months)

Summary: As an Operations intern for the Appliances and Beauty teams, I spearheaded the successful vaccination drive at UC while also fulfilling my primary responsibility of driving sales growth throughout the pandemic.

ACADEMIC PROJECT(S)

Topic: CusTime under incubation

Objective: To create a distinctive aggregator platform that facilitates the connection between homemakers and customers, with a focus on personalized food services. The target demographic encompasses elderly individuals and fitness enthusiasts (*Project in progress*).

Topic: Design Thinking Project on Girias

Objective: The objective was to lead the restructure of store operations and marketing plans, aiming to optimize efficiency and enhance customer engagement.

Topic: Sales plan development for Bagrry's

Objective: Drive sales improvement for Bagrry's through a sales funnel, data visualization, and sequencing techniques. Identify and address challenges, devising an action plan for enhanced sales performance.

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Marketing | Innovation & Entrepreneurship Minor | Jagdish Sheth School of Management, Bengaluru | Class of 2024 | **CGPA of 7.7**

Bachelor of Commerce | Osmania University, Hyderabad | Class of 2020 | **CGPA of 8.78**

PAST EDUCATION

Higher Secondary with Commerce | Narayana College | 2017 | **91.4%**

Secondary School | St. Joseph's School (ICSE) | 2015 | **75.5%**

ACCOMPLISHMENTS & ACTIVITIES

- As **Chief Marketing Officer** for Kanyathon 2023, led a team of 50 students, contributing to raising 80 lakhs in 2023 (compared to 39.6 lakhs in 2022) through marketing, sales, and sponsorships.
- **Vice-President (Hostel) - Student Council** for the IFIM Institutions.
- **Chartered Accountancy-Common Proficiency Test** cleared in the first attempt.
- **Secured 1st rank** in Economics in 2016 in Higher Secondary Education.
- **Volunteered** as a teaching intern at the NGO named Social Empowerment Society.

THOMAS PROFILE COMPETENCIES

Communication Style
Interpersonal Skills
Building & Maintaining Relationships

TECHNICAL SKILLS & CERTIFICATIONS

Advanced Google Analytics from Google
Content Marketing from HubSpot

INTERESTS & HOBBIES

Reading Self-help Books
Working out at Gym
Grooving to Music

REACH ME AT

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Domicile
Hyderabad, Telangana

LANGUAGE

English, Hindi & Telugu
(Reading, writing, speaking, and listening)