THOMAS PROFILE COMPETENCIES

Innovation
Planning & Organization
Analytical Thinking

TECHNICAL SKILLS & CERTIFICATIONS

Tableau – *Intermediate*
SPSS – *Intermediate*
Marketing Mix from *Coursera*
Advance Google Analytic from *Google Analytics Academy*
AI-Powered Shopping ads Certification from *Google Skillshop*
Content Marketing from *HubSpot*

INTERESTS & HOBBIES

Gardening
Craftworks

REACH ME AT

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Gorakhpur, Uttar Pradesh

LANGUAGES

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

Vijeta Srivastava

PGDM in Marketing with Analytics Minor - Equipping for MarTech

CAREER OBJECTIVE

An aspiring student with a passion for marketing, seeking to leverage skills in driving innovation, developing effective marketing strategies, and delivering exceptional value to customers.

PROFESSIONAL EXPERIENCE

Organization: Cotecna Inspection India Pvt. Ltd., New Delhi
Designation & Duration: Biotechnologist (34 Months)
Summary: Worked in a techno-commercial profile in genetic testing lab, led a team of 12 inspectors for Axis Bank and Yes Bank's commodity-based funding projects. Proficiently managed business operations, vendor relationships, and presales activities, along with FIBC consumer business line. Used CRM Salesforce tool to streamline operational goals.

INDUSTRY PROJECT(S)

Organization: Elamigo E-com Pvt. Ltd., Bangalore
Designation & Duration: Market Research Intern (2 Months)
Summary: Actively involved in generating data-driven insights and conducting market analysis for the export industry, focusing on global markets importing Indian spices.

ACADEMIC PROJECT(S)

Organization: Minature

Subject: Request for Problem (RFP) Project on Category Identification
Objective: Project on Category Identification and Overcoming Brand Recognition Challenges in Herbal Beauty Products. *(Project in Progress)*

Subject: Research Incubation (RI) Project on understanding Indian Pharmaceutical market
Objective: Project focuses on sectoral analysis of Indian pharmaceutical industry and conducting a comprehensive analysis of Glenmark to assess its competitive position and performance in the industry. *(Project in Progress)*

Subject: Managing E-Commerce Store
Objective: Designed an online E-commerce store "HANGOVER", for oversized tribal themed trendy T-shirts using shopify. Contacted suppliers for drop shipping and for white labelling. Used google ads tool for keyword analysis. *(Project in Progress)*

Subject: Design Thinking Project on PCR Nursery
Objective: Enhancing shop aesthetics, increasing footfall, and strategic marketing can add value to PCR Nursery's business and improve its performance by 30%.

PROFESSIONAL QUALIFICATIONS

***Post Graduate Diploma in Management in Marketing* | Analytics** Minor **|**Jagdish Sheth School of Management **|Class of 2024 | CGPA of 7.2**

***Bachelor of Technology* | Biotechnology |**Sam Higginbottom University of Agriculture Technology and Sciences, Prayagraj **|** 2019 **|CGPA of 8.0**

PAST EDUCATION

Higher Secondary with Science | D.A.V. Inter College, Gonda | 2015 | **81.4%**

Secondary School | 3BRD, Air Force School, Chandigarh | 2012 |**CGPA of 8.1**

ACCOMPLISHMENTS & ACTIVITIES

- ***Deputy Committee Co-ordinator,*** External Relations & Placement Committee 22-24
- ***First Runner Up*** in User Generated Content Analytics Workshop & Competition, organised by Dr. Anitesh Barua, McCombs School of Business, University of Texas at Austin.
- ***Research Apprenticeship*** from UNESCO-Regional Centre for Biotechnology (RCB), Faridabad
- ***Research Apprenticeship*** from Food Technology Department, IIT Kharagpur
- ***IASC-INSA-NASI***, Summer Research Fellowship award by three national Sciences Academies of India