



## THOMAS PROFILE COMPETENCIES

**Planning & Organization**  
**Analytical Thinking**  
**Interpersonal Skills**

## TECHNICAL SKILLS & CERTIFICATIONS

**SPSS- Beginner**

**Marketing Mix Fundamentals** from Coursera

**Advanced Google Analytics** from Google Analytics Academy

**Sales Management** from HubSpot Academy

**Inbound Sales** from HubSpot Academy

## INTERESTS & HOBBIES

**Cooking**  
**Travelling**  
**Listening to Music**

## REACH ME AT

**Mobile Number**

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**LinkedIn Profile**

<https://www.linkedin.com/in/swati-roy-4a387b198>

**Domicile**

Patna, Bihar

## LANGUAGE

**English & Hindi**

(Reading, writing, speaking, and listening)

# Swati Roy

*PGDM in Marketing with Analytics Minor - Equipping for Sales & Service*

## CAREER OBJECTIVE

Seeking a challenging role in an organization to utilize my analytical, organizational, and interpersonal skills to engage with the sales team, drive revenue growth, and contribute to organizational success by providing effective solutions to customers.

## INDUSTRY PROJECT(S)

**Organization:** Jigsaw Brand Consultants

**Topic:** Competition Analysis of Professional Hair Care Brands

**Summary:** The analysis involved studying leading brands and working out the Consumer profile, Brand Anatomy, Personality, the Visual and Verbal language.

## ACADEMIC PROJECT(S)

**Organization:** Jigsaw Brand Consultants

**Topic:** Request for Problem (RFP)

**Objective:** Building 'Brand Affinity' for the top real estate brand "Rustomjee" among prospective buyers and drive advocacy from the existing customer community. (*Project in Progress*)

**Topic:** Research Incubation Project in D2C Beauty and Personal Care Sector.

**Objective:** How might we change the perception of the D2C company 'MyGlamm' from being seen as a low-quality brand? (*Project in Progress*)

**Topic:** Integrated Marketing Communication Project

**Outcome:** Creating a new product idea- Sustainable water bottle and developing the marketing communications for it. The project involved developing the branding communications, strategy and creatives across media and touchpoints.

## PROFESSIONAL QUALIFICATION

**Post Graduate Diploma in Management in Marketing** | Analytics Minor | Jagdish Sheth School of Management | Class of 2024 | **CGPA: 8.3**

**Bachelor of Science in Life Sciences** | Jain deemed-to-be University | Class of 2021 | **CGPA: 8.1**

## PAST EDUCATION

**Higher Secondary with Science** | Park Mount Public School | 2018 | **80 %**

**Secondary School** | D.A.V. Public School | 2016 | **CGPA: 9.8**

## ACCOMPLISHMENTS & ACTIVITIES

- Member of Sales and Service Committee 2022-24.
- **Secured 1<sup>st</sup> rank** in the event Connexions in 2019 during the BiogeneX fest organized by St. Joseph's College.