



Sunita Yadav

PGDM in Marketing with Analytics Minor - Equipping for Sales and Service.

CAREER OBJECTIVE

Driven and results-oriented individual with a passion for sales and customer service. Seeking a position where I can use my skills to drive revenue, exceed goals, and exceed customer expectations.

INDUSTRY PROJECT(S)

Organization: EdLightened

Designation and duration: Program Manager (8 months)

Summary: Program Manager; created sales pitches, priced various learning courses in finance, marketing, and data analytics, interacted with potential learners, converted more than 85 Folks; resulted in 6.8Lakhs revenue within 8 months.

ACADEMIC PROJECT(S)

Organization: Hyundai

Topic: Request for Problem (RFP)

Objective: How can Hyundai successfully venture into the emerging low-priced (15 Lacs) EV market segment, considering factors such as competitive features, plant profitability, company feasibility, effective product positioning, and optimizing the product mix alongside Hyundai's existing offering? (*Project in Progress*)

Topic: Research Incubation Project in Automobile Industry

Objective: Challenges faced by EV sellers in India. (*Project in Progress*)

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Marketing | Analytics Minor
| Jagdish Sheth School of Management | Class of 2024 | **CGPA: 6.8**

Bachelor of Arts | Navyug Kanya Mahavidyalaya, Lucknow | 2019 | **53.8%**

PAST EDUCATION

Higher Secondary with Science | Kendriya Vidyalaya RDSO, Lucknow | 2016 | **54.8%**

Secondary School | Kendriya Vidyalaya RDSO, Lucknow | 2014 | **CGPA:7.8**

ACCOMPLISHMENTS & ACTIVITIES

- **Volunteered** to save animals during Covid with PAWSOME FOUNDATION.
- **Associate** of Kanyathon, a charity event to save girl child and contributed towards corporate sale and sponsorship.

THOMAS PROFILE COMPETENCIES

Communication Style

Drive for Results

Interpersonal Skills

Analytical Thinking

TECHNICAL SKILLS & CERTIFICATIONS

Data Visualization and Business Intelligence from EdLightened

Python from EdLightened

SQL from EdLightened

Marketing Mix from Coursera

INTERESTS & HOBBIES

Volunteering

Dancing

Traveling

REACH ME AT

MOBILE NUMBER

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LinkedIn Profile

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[yadav-b18a53213](https://www.linkedin.com/in/sunita-yadav-b18a53213)

Domicile

Lucknow, Uttar Pradesh

LANGUAGE

English & Hindi

(Reading, writing, speaking, and listening)