



## Ayush Panchabhai

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

### CAREER OBJECTIVE

Seeking a position in sales and service where I can apply my knowledge of marketing principles, customer services best practices, and sales strategies to deliver exceptional results and drive customer satisfaction.

### ACADEMIC PROJECT(S)

**Organization:** Minature

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

**Objective:** To conduct in-depth analysis and work on product category for Minature Herbals. The objective of the RFP is to improve the category management for Minature Herbals. *(Project in Progress)*

**Topic:** Research Incubation (RI) Project on Glenmark

**Objective:** Research on Positioning strategy of Glenmark and problem in their sales channel. As an outcome, got deep understanding about pharmaceutical industry and how their distribution channel works and what all challenges are faced by channel partners in various stages. *(Project in Progress)*

**Organization:** Bengaluru Metropolitan Transport Corporation

**Topic:** Proficiency in Business Tools

**Outcome:** I developed a BMTC Kempegowda International Airport (KIA) bus application which provides direct service to the airport from various locations in Bengaluru. My application included the bus time of departure for all routes as well as the total duration of the Journey.

**Organization:** Boriya Bistar

**Topic:** Design Thinking Project

**Outcome:** As a team, we identified Boriya Bistar's manufacturing, distribution, and Branding issues. We solved the problem using several design thinking techniques, and we then presented the owner with our innovative solutions.

### PROFESSIONAL QUALIFICATIONS

**Post Graduate Diploma in Management in Marketing | Analytics Minor |** Jagdish Sheth School of Management | **Class of 2024 | CGPA of 6.7**

**Bachelor of Business Administration |** Dr. Ambedkar Institute of Management Studies & Research | 2020 | **CGPA: 9.16**

### PAST EDUCATION

**Higher Secondary with Science |** Santaji Mahavidyalaya | 2019 | **57.3%**

**Secondary School |** Montfort Sr. Sec School | 2017 | **CGPA: 8.4**

### ACCOMPLISHMENTS & ACTIVITIES

- **Secured 3<sup>rd</sup> rank** in Spell bee competition in 2016 conducted by Montfort School.
- **Selected in** the top 10 teams to get shortlisted in the Design Thinking final round.
- **Volunteered** for IRFCA, an annual gathering of Railway enthusiasts and fans in India.

### THOMAS PROFILE COMPETENCIES

**Goal Seeking**

**Planning & Organization**

**Interpersonal Skills**

### TECHNICAL SKILLS & CERTIFICATIONS

**SPSS Beginner**

**Inbound Sales** from HubSpot

**Market Research and Consumer**

**Behaviour** from Coursera

**Marketing Mix Fundamentals**

from Coursera

**Advanced Google Analytics** from Google

### INTERESTS & HOBBIES

**Photography**

**Cycling**

**Travelling**

### REACH ME AT

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**Domicile**

Nagpur, Maharashtra

### LANGUAGE

**English, Hindi & Marathi**

(Reading, writing, speaking, and listening)