



Neha Singh

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

THOMAS PROFILE COMPETENCIES

Influencing skills
Interpersonal skills
Innovative skills

TECHNICAL SKILLS & CERTIFICATIONS

SPSS- Beginner
Inbound Sales from HubSpot
Content Marketing from HubSpot
Strategy Canvas for Competitiveness from Coursera

INTERESTS & HOBBIES

Dancing
Singing
Travelling
Reading about astronomy

REACH ME AT

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Domicile
Lucknow, Uttar Pradesh

LANGUAGE

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

CAREER OBJECTIVE

Looking forward for a position as a Customer Success Manager that will let me use my strong leadership skills, capacity to build and strengthen relationships, and data-driven thinking to create and carry out strategic account plans that will increase sales and market expansion.

ACADEMIC PROJECT(S)

Organization: Biggies Burger

Topic: Request for Problem (RFP)

Objective: Sales Disparity Analysis & Optimization. Understanding the reason for non-uniformity of sales in different outlets of Biggies Burger in Bangalore. *(Project in Progress)*

Topic: Research Incubation (RI) in Information Technology Industry

Objective: Enhancing market position and sales by educating customers, establishing a trusted and simple brand identity, and fostering collaborating partnerships with Airlines & OTA's competitive advantage. *(Project in Progress)*

Organization: Bagrry's India Limited

Topic: Sales and Distribution Management Project - Bagrry's India Limited

Outcome: Analysed the sales of Bagrry's company and understanding of its Sales Channel management.

Topic: Integrated Marketing Communication Project

Outcome: Created a new product idea- Nail Paint Maker Machine and developed the marketing communications for it. The project involved developing the branding communications plan, strategy and creatives across media and touchpoints.

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Marketing | Analytics Minor | Jagdish Sheth School of Management, Bengaluru | Class of 2024 | **CGPA of 6.6**

Bachelor of Arts | University of Lucknow, Lucknow | Class of 2018 | **CGPA of 5.9**

PAST EDUCATION

Higher Secondary with Commerce | City Montessori School, Lucknow | 2018 | **79%**

Secondary School | City Montessori School, Lucknow | 2016 | **80%**

ACCOMPLISHMENTS & ACTIVITIES

- **Secured 1st rank** in public speaking on political issues in college, 2019
- **Secured 2nd rank** in inter school dance competition, 2014.

Jagdish Sheth School of Management

(Accredited by AICTE, NBA, and AACSB)

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