



## Ayushi Dubey

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

### THOMAS PROFILE COMPETENCIES

**Analytical Thinking.**  
**Persuasive.**  
**Result oriented.**

### TECHNICAL SKILLS & CERTIFICATIONS

**SPSS- Beginner**  
**Marketing Mix Fundamentals** from Coursera  
**Power BI** from Edlightened  
**Python** from Edlightened  
**SQL** from Edlightened

### INTERESTS & HOBBIES

**Playing Basketball**  
**Swimming**  
**Exploring more on spiritual Aspects**

### REACH ME AT

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**Domicile**  
Raigarh, Chhattisgarh

### LANGUAGE

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

### CAREER OBJECTIVE

A PGDM (marketing) student with a passion for helping businesses succeed. I am seeking a customer success manager role where I can use my marketing skills to drive customer satisfaction and retention.

### ACADEMIC PROJECT(S)

**Organization:** Hyundai Motor India Limited

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

**Objective:** Explore how Hyundai can provide a unique and differentiated "Customer Journey" for women considering purchasing a Hyundai Car. This would include their experience in the showroom. *(In Progress)*

**Topic:** Research Incubation Project in Automobile Industry

**Objective:** How can Automobile showrooms and dealerships provide a more welcoming and inclusive experience (Shopper experience) for women? *(In Progress)*

**Topic:** Developing a Mobile Application with the help of Open as App.

**Objective:** Analysed the inventory maintenance problem in a retail store and resolved it by creating a database and transaction table in MS Excel and then by designing an app that would address the issue thereby increasing the store's profitability.

### PROFESSIONAL QUALIFICATION (S)

**Post Graduate Diploma in Management in Marketing | Analytics Minor | Jagdish Sheth School of Management | Class of 2024 | CGPA of 7.2**  
**Bachelor of Technology | Amity University | 2021 | CGPA of 8.5**

### PAST EDUCATION

**Higher Secondary with Science | O.P. Jindal School | 2017 | 72.2%**

**Secondary School | O.P. Jindal School | 2015 | CGPA of 10**

### ACCOMPLISHMENTS & ACTIVITIES

- **Secured 1<sup>st</sup> Rank** in Dance Competition held in Amity University in 2017.
- **Volunteered** for Kanyathon, a charity event to save girl child and contributed towards corporate sale and sponsorship.