Bhavika V

PGDM in Marketing with Analytics Minor - Equipping for MarTech

THOMAS PROFILE COMPETENCIES

Drive for results
Communication style
Building & maintaining relationships

TECHNICAL SKILLS & CERTIFICATIONS

HTML - *Intermediate*
SPSS - *Intermediate*
Fundamentals of Digital Marketing from *Google*

INTERESTS & HOBBIES

Dancing
Powerlifting
Cooking and Baking
Content creation
Freelancing makeup artist

REACH ME AT

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Domicile
Coimbatore, Tamil Nadu

LANGUAGE

English & Hindi
(Reading, writing, speaking, and listening)
Tamil & Marwari
(Speaking and listening)

CAREER OBJECTIVE

Seeking a marketing role in an organization leveraging my communication and influencing skills,creating, and maintaining relationships to build prospects and innovate the businessmodel.

INDUSTRY PROJECT

Organization: Mount Housing Infrastructure Limited
Designation and duration: Finance intern (1 month)
Summary: Working in the finance department, my role was to analyse the annual results of the company and learnt the procedures in working of financial statements.

ACADEMIC PROJECT(S)

Organization: Jigsaw Brand Consultant
Topic: Request for Problem (RFP) project for the premium client of Jigsaw
Objective: Building 'Brand Affinity' for the top real estate brand "Rustomjee" among prospective buyers & drive advocacy from the existing customer community.

Topic: Research Incubation Project in D2C Beauty & Personal Care Sector
Objective: How might we change the perception of the D2C company. 'MyGlamm' from being seen as a low-quality discount brand?

Topic: Reducing billing time and reducing fatigue in customers and employees.
Outcome: By using 5W and 1H framework and customer and employee journey map,we found deep insights on the pains and gains of different shareholders.

Topic: User-generated content analytics Are luxury hotels always the best
Outcome: Explore the correlation between the best-rated hotels & luxury hotels in Bengaluru on 4 key attributes that can contribute to a hotel's excellence & distinction in the hospitality industry.

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Marketing | **Business Analytics** Minor |Jagdish Sheth School of Management, Bengaluru |**Class of 2024 | CGPA of 7.3**
Bachelor of Commerce |Dr G R Damodaran college of science, Coimbatore| 2021 |**CGPA of 7.6**

PAST EDUCATION

Higher Secondary with Commerce | SSVM World School, Coimbatore| 2019|**85%**
Secondary School |SSVM World School, Coimbatore| 2017 |**CGPA of 8**

ACCOMPLISHMENTS & ACTIVITIES

Certified Bridal Makeup and Hair artist from MAC Cosmetics: Practiced months and created Instagram content on product reviews (2021)
1st Runner Up in User Generated Content and Analytics competition (2023)