

AKANKSHA KSHIRSAGAR

ACADEMIC PROFILE			
PGDM Marketing	6.02 CGPA	Jagdish Sheth School of Management (JAGSoM), Bengaluru	2025
BBA Marketing	85.00%	City Premier College, Nagpur	2022
Class XII (STATE)	62.62%	Kamla Nehru Mahavidyalaya, Nagpur	2019
Class X (STATE)	79.80%	J. N Tata Parsi Girls High School, Nagpur	2017
AREAS OF STUDY			
Strategic Selling, Brand Management and Marketing Communication, Consumer Behavior, B2B Marketing, Sales Distribution Management, Market Research, Sales Forecasting, Customer Acquisition, Relationship Management.			
INTERNSHIP(S)			4 Months
Greenwiz Consultants Pvt Ltd., Nagpur		Digital Marketing Intern	Oct 2022 - Feb 2023
<ul style="list-style-type: none"> Aligning Social Media Strategy to Business Goals. Handling the social media pages and Google my business of clients by understanding their needs and requirements. 			
ACADEMIC PROJECT(S)			
Enhancing Sales and Footfall for Style Union (DESIGN THINKING)			
<ul style="list-style-type: none"> Applied strategy to address the issue of low conversion rates at Style Union. Conducted an in-depth analysis of the store's challenges and identified key opportunities for improvement. Developed and proposed a series of actionable ideas to boost sales and increase foot traffic. The implementation of these initiatives focused on enhancing customer engagement and optimizing the in-store experience, ultimately leading to improved conversion rates and overall store performance. 			
Proficiency in business tools (MS EXCEL)			
<ul style="list-style-type: none"> Helped Balda Chemicals & Hardware to keep track of the demand for specific chemicals and efficiently identify chemicals based on instrument readings received from laboratories. by building a dashboard and Openasapp for the store. 			
Capstone Project: Brand Management - The Period Pamper Box			
<ul style="list-style-type: none"> Developed a comprehensive brand strategy for "The Period Pamper Box," a curated subscription service providing essential products for women during their menstrual cycle. The box includes high-quality pads, indulgent chocolates, and premium personal care items, offering a holistic and comforting experience. Responsibilities included market research, brand positioning, product development, and launch strategy, resulting in a compelling and well-received product offering 			
CERTIFICATIONS			
Branding and Customer Experience		IE Business School (Coursera)	2024
Channel Management and Retailing		IE Business School (Coursera)	2024
Excel Skills for Business: Advanced		Macquarie University (Coursera)	2023
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member –Member of Sales and Service Committee		2023 - 2025
	<ul style="list-style-type: none"> Ensured efficient and timely completion of tasks within the Sales and Service Committee. Connected with industry professionals on LinkedIn to gather corporate contact details. 		
	Global Doctoral Consortium Volunteer		2023
Flea Fair, Nagpur	Kanyathon		2024
	<ul style="list-style-type: none"> Volunteered in KANYATHON as an Associate, Corporate Hospitality & Marketing Teams. Contributed to marketing efforts, raising funds for Shiksha Kendra's. Contributed successfully in enrolling 6000 runners for the #RUNFORHER marathon supporting girls' education. 		
	The Flea Fair		2022-2024
	<ul style="list-style-type: none"> As a member of the organizing committee for the Flea Fair, one of Nagpur's largest events, I ensured seamless operations for over 10,000 visitors. Additionally, I was responsible for selling stalls and generating revenue, where I excelled in negotiating with stall owners to secure sales while ensuring their satisfaction. I effectively managed relationships with stall owners, addressing challenges and implementing smooth solutions to maintain positive interactions and successful outcomes. 		
SKILLS	MS-Excel, MS-Office, Canva		