# **ANTONIO SAKSHAM SAMUEL**



ACADEMIC PROFILE			
PGDM – Finance	5.5 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B. Com – Financial Management	81.00 %	Shri Shankaracharya Mahavidyalaya, Bhilai	2022
Class XII (CBSE)	54.80 %	Krishna Public School, Bhilai	2019
Class X (CBSE)	72.20 %	Krishna Public School, Bhilai	2016

#### **AREAS OF STUDY**

• PGDM in Finance & and Digital Business Analytics Minor - Equipping for Product Management for Fintech, VaR Models, Product Management in Fintech, Sales and Distribution of Financial Products, Payment Gateways, Payment Gateways.

#### **ACADEMIC PROJECT(S)**

#### **Nestea – Managerial Accounting (Financial Data)**

- Conducted a detailed project on Nestea with a focus on beverage production processes and cost analysis.
- Analysed fixed and variable costs within the production cycle, providing insights into cost management and pricing strategies that enhance profitability.
- Evaluated the impact of supply chain logistics on overall production costs, identifying opportunities for cost reduction and efficiency improvements.

#### **Design Thinking**

- Assisted in developing a community app for Electronic City to enhance citizen involvement and address safety and infrastructure issues.
- Identified concerns, proposed solutions (e.g., improved lighting, road enhancements, CCTV surveillance), and collaborated on prototypes.
  Project completed in 4–5 months.

## **Co-Branded Credit Card Market Analysis for Hyperface**

- To assess top co-branded credit cards for new partnerships and enhancing existing collaborations, customer onboarding process and management strategies.
- Focus on partnering with popular brands that have a large, loyal customer base and high customer spending potential, such as major airlines, hotel chains, e-commerce platforms, and fuel retailers
- Regularly review and optimize co-branded card benefits, rewards, and features to stay competitive and continue providing value to cardholders
- Continuously monitor customer engagement and satisfaction to identify areas for improvement and enhance the overall customer experience

CED	TICI	CAT	IONIC
CER		CAI	IONS

Product Management Essentials	University of Maryland, (Coursera)	2024
Excel Skills for Business: Advanced	Macquarie University, (Coursera)	2023
FinTech Foundations and Overview	Hong Kong University of Science and Technology (Coursera)	2024
Alternative Approaches to Valuation and Investment	University of Melbourne (Coursera)	2023

#### POSITIONS OF RESPONSIBILITY

JAGSoM, Bengaluru

- Social Media Co-Ordinator, Industry Integration and Connect Committee, 2023-2025
- Volunteered at the AIM Parsuraman Centre for Service Excellence, unveiling the Index of Service Excellence in India (iSEI) 2023 Report

### **ACCOMPLISHMENTS**

# **Competitions** and Activities

- Volunteered at Sadhana Forest, as a part of our SIP program for 10 days.
- Volunteered at Kanyathon 2024, as the hospitality team for corporates.

# **SKILLS**

SQL, Python, Excel, Product Management, Customer Focus, Problem Solving and Analytical Skills