

KANCHAN BHARGAVA

ACADEMIC PROFILE			
PGDM Marketing	8.23 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.Sc. Biology	60.4%	B.R. Ambedkar University, Agra	2022
Class XII(CBSE)	73.2 %	Kendriya Vidyalaya No.3, Agra	2019
Class X(CBSE)	85.5 %	Kendriya Vidyalaya No.3, Agra	2017
AREAS OF STUDY			
Brand Management & Marketing Communication, B2B, Customer Retention & Growth, Customer Acquisition, Strategic Selling, Trade Marketing, Sales Distribution Management, Service Marketing			
INTERNSHIP(S)			3 Months
GoFlamingo	Marketing Intern		June 2024 - Present
<ul style="list-style-type: none"> Conducted competitor analysis for two major competitors. Developed and executed strategic partnership strategies and conducted surveys with B2B partners. Contributed to the beta testing team to ensure product quality and performance. 			
ACADEMIC PROJECT(S)			
Brand Repositioning	Glow & Lovely		2024
<ul style="list-style-type: none"> Objective: To analyze the brand repositioning of Fair & Lovely to Glow & Lovely, focusing on changes in brand perception, strategy, and elements. Task: Conducted research by gathering insights from brand rejectors and acceptors, performed an RDA analysis to evaluate retained, divested, and acquired aspects, and examined the recrafting of brand elements. Outcome: Gained insights into how and why Fair & Lovely repositioned itself, including strategic adjustments to brand elements, to resonate with a broader audience. 			
Capstone Project (Brand Management & Marketing Communication)			2024
<ul style="list-style-type: none"> Objective: Built the brand "Hashtag Spotted" from scratch. Task: Developed brand identity using Canva and Figma, designed the #Streetinfluencer video campaign, and created marketing materials for the brand's launch. Outcome: Learned brand development, design tools, and campaign strategy. 			
Capstone Project (Key Account Management)			2024
<ul style="list-style-type: none"> Objective: Conducted in-depth research on MRF and key account, Mahindra. Task: Used Value Chain, Porter's Five Forces, and PESTEL Analysis. Completed nine SWOT analyses for both MRF and Mahindra. Outcome: Developed a comprehensive understanding of strategic positioning and key business drivers. Enhanced knowledge of strategic frameworks and their practical application in business analysis 			
Request for Problem	Red Bull		2024
<ul style="list-style-type: none"> Objective: Analysed Redbull's market share loss due to PepsiCo's Sting entry in the energy drink market. Task: Conducted secondary research and field visits to study Redbull, Monster, Hell, and Sting's distribution strategies. Outcome: Gained insights into market positioning, competitive dynamics, and distribution impact on brand performance. 			
Qualitative – Market Research			2024
<ul style="list-style-type: none"> Objective: To understand customer service practices at service centers in the automobile industry, specifically focusing on 2-wheelers and 4-wheelers. Task: Conducted qualitative research by investigating how service centers handle customer interactions, focusing on their approaches to managing customer issues and addressing escalations. Outcome: Gained valuable insights into the methods used by service centers to ensure customer satisfaction and effectively resolve escalations, leading to a deeper understanding of customer service dynamics in the automobile industry. 			
CERTIFICATIONS			
Canva	Project network(Coursera)		2024
Power BI	Udemy		2024
Market Research and Consumer Behavior	IE Business School (Coursera)		2024
Branding and Customer Experience	IE Business School (Coursera)		2024
Excel Skills for Business: Advanced	Macquarie University (Coursera)		2023
ACCOMPLISHMENTS			
Competitions	<ul style="list-style-type: none"> Achieved 1st position in the National Children's Science Congress, a program under the National Council for Science Technology Communication, for a project centered around Lifestyle & Livelihood. 		
Activities	<ul style="list-style-type: none"> Volunteered to support workshops and discussions, enhancing the learning experience for participants at the AIM-AMA Sheth Foundation Doctoral Consortium Global Marketing Consortium 2023 Volunteered in organizing an AIDS awareness campaign and performing street acts in Agra. Social Immersion Program: Volunteered in community outreach at Kalisu Foundation, Mysore, focusing on unprivileged children's education. Provided mentorship and conducted educational workshops, gaining hands-on experience in CSR. 		
SKILLS	MS Office (PowerPoint, Word, Excel), Power BI, SPSS, Canva, Figma, HubSpot, Adobe		