

Ayush Pradhan

+917079510727 • ayush.p.0122@inspiria.edu.in • West Bengal, India • www.linkedin.com/in/ayush-pradhanIn

OBJECTIVE

Highly motivated and results-driven individual with a strong academic background and a dedicated mindset, eager to apply my analytical skills and problem-solving abilities to contribute to a dynamic and innovative organization. My goal is to leverage my skills to learn from experienced professionals and grow into a valuable asset to the team.

EDUCATION

Bachelor of Business Administration

Jul 2022 - Jun 2025

Inspiria Knowledge Campus | Siliguri, West Bengal

CGPA: 7.85/10 (Relevant Coursework: Human Resource Management, Sales & Distribution Management, Customer Relationship Management, Marketing Management)

SKILLS

MS Office Suite (Excel, Word, PowerPoint), Google Workspace (Gmail, Docs, Sheets, Google Forms), Creative Writing, Communication, Presentation Skills, Data Analytics, Problem-Solving, Time Management, Teamwork, Quick Learner.

INTERNSHIP EXPERIENCE

Business Development Intern

Jan 2025 - Present

RAIZADA GROUP (Amarbhoomi Pvt Ltd) | West Bengal, India

Relevant experiences for Business Development Intern role:

- Assisted in conducting market research, analyzing industry trends, and developing strategic plans.
- Supported financial planning and budgeting processes, resulting in improved cost control and increased profitability.
- Implemented and managed lead generation programs to identify and qualify potential customers.
- Provided sales support to the sales team.

PROJECTS

The Future conclave 3.0- The future of Lifestyle for sustainability

- Researched and developed strategies for sustainable fashion practices, including ethical sourcing, eco-friendly materials, and upcycling techniques.
- Developed practical guidelines for individuals to adopt sustainable fashion habits, encompassing ethical sourcing, eco-friendly materials, and upcycling techniques.

INDUSTRIAL VISITS

Amul Industry, Siliguri West Bengal

- Dairy Industry: Gained practical knowledge of the dairy industry, including milk processing, packaging, and distribution.
- Amul Operations: Witnessed milk collection, Processing and packaging.
- Quality Control: Observed rigorous quality control measures, including advanced testing laboratories.

Dooars Tea Factory, West Bengal

- Tea Production: Observed tea processing steps (withering, rolling, oxidation, drying).
- Quality Control: Learned about tea quality assessment and importance of high standards.

CERTIFICATION

- Generative AI for Marketing Certification Course (Great Learning Academy)
- On-Premise Sales Job Simulation Certificate by Red Bull (Forage)
- Prompt Engineering Bootcamp, a collaborative initiative with IMT Edutech Training Pvt. Ltd., NSDC, and GDG MAD,
- Product Management Job Simulation Certification by Electronic Arts (Forage)

ACHIEVEMENTS & EXTRACURRICULAR ACTIVITIES

- Secured the top prize at the Inspiria Bootcamp Presentation Competition 2022
- Secured the highest marks in ICSE Class X among the students at Jnaneshwar Memorial Academy.
- Presented on "Sustainability : Fast Fashion" at the Young Indians Future 3.0 event and achieved a 4th place finish.
- Contributed significantly to campus life by volunteering and managing events like the college fest "Insvagnza" and farewell.
- Achieved Top 10 among 55 participants at the Managerial Maestro competition (The Best Manager Event) hosted by the School of Management Club at Inspiria Knowledge Campus 2024.
- Finished as runners-up in a MOBA 5v5 Esports tournament at Technokrats 2024, organized by Salesian College, Siliguri.