



# ANYA RAI

## MBA (International Business)

### Profile

A recent MBA graduate with a strong foundation in marketing principles, consumer behavior, and market research, passionate about brand storytelling and product innovation. Brings analytical skills and business acumen to support dynamic marketing teams in crafting effective strategies. Proficient in Google AdWords, social media marketing platforms, and Salesforce, with the capability to drive impactful, data-driven marketing initiatives.

### AREA OF EXPERTISE

**Financial Presentation:** A strong approach to presenting financial data suitable to any context such as valuation, research and viability analysis.

**Microsoft Excel:** Proficient in conditional formatting, pivot tables, slicers, data visualization, sorting, charts, data analysis and financial modelling

### EDUCATION

#### Master of Business Administration

GD GOENKA UNIVERSITY  
2022 - 2024

#### Bachelor of Commerce

VEER BAHADUR SINGH PURVANCHAL UNIVERSITY  
2019 - 2022

#### Senior Secondary

MODERN ERA HIGHER SENIOR SECONDARY SCHOOL  
2018 - 2019

#### High School

MODERN ERA HIGHER SENIOR SECONDARY SCHOOL  
2016 - 2017

DEC 2023 -  
FEB 2024

June 2023 -  
Aug 2023

Dec 2022 -  
Feb 2023

#### MALABAR GOLD & DIAMONDS

##### Retail marketing intern

- Contributed to retail marketing initiatives to boost brand visibility and sales
- Engaged with customers to gather insights for improving in-store experience
- Analyzed market trends and customer behavior for promotional support
- Assisted in store merchandising and optimized product positioning for better engagement

#### TIME'S OF INDIA

##### Intern

- Generated new leads and contacts through networking, cold calling, and market research, resulting in increased customer acquisition.
- Established a loyal customer base by delivering excellent customer service and consistent follow-ups.
- Utilized Salesforce to collect and analyze past customer data for improved lead conversion and retention strategies.

#### HERO FUTURE ENERGIES PVT.LTD

##### Intern (Finance Department)

- Analyzed annual reports and benchmarked against competitors to identify performance gaps.
- Highlighted areas needing improvement to boost productivity and competitiveness.
- Assisted project managers in implementing cost-saving and resource optimization strategies.

## Skills

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

## Languages

- English (Fluent)
- French (Basic)
- Korean(Basic)

## COURSES

Nov 2023 - Jan 2024	<b>Digital Marketing</b> Platform-GreatLearning
July 2023- Sep 2023	<b>Business Analytics</b> Platform-GreatLearning
OCT 2024- FEB 2025	<b>Investment banking</b> Imarticus Learning
Jan 2025- Feb 2025	<b>Corporate Finance</b> Coursera

## ACHIEVEMENTS

### Speech Competition

- won a gold medal for reciting speech on (Woman Empowerment)

### Debate competition

- Won a debate competition in among 80+ student on topic called Science or Technology is boon or bane) won another debate in among 55 students on (Language is barrier or not)

### Group Discussion

- Won a GD in among 45 students in my college on the topic called (Offline or Online which type of marketing is better)

## HOBBIES

- Reading spiritual, crime thriller and mystery books
- Watching Documentary

## DECLARATION

- I hereby declare that above information is, to the best of my knowledge , true and correct.

## SIGNATORY

(ANYA RAI)