

Ujjwal Mishra

MBA (Marketing and Finance)

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Skills

Technical Skills

- MS Excel
- MS Word
- MS PowerPoint
- Tableau
- Power BI
- Data Visualisation and Dashboard
- Financial Analysis
- Python

Soft Skills

- Communication Skills
- Negotiation Skills
- Active Listening
- Teamwork

Education

- MBA | Pranveer Singh Institute of Technology Kanpur
(2023 - 2025)
- BSc | CSJMU University Kanpur | 63%
(2020 - 2023)
- Intermediate | C.N.S inter College | 78%
(2019 – 2020)
- High School | C.N.S inter College | 82.33%
(2017 – 2018)

Certificates

Digital Marketing and e-commerce Certificate from Coursera
(2024 – pursuing)

- Search engine Marketing
- Email Marketing
- Social media Marketing
- Search engine Optimization
- Search engine Marketing

Project

- **Helm Guard – Because Safety Matters**

Helm Guard, is an innovative solution designed to enhance rider safety by verifying helmet usage through advanced scanning technology. It ensures real-time monitoring, instant alerts, and a user-friendly interface. By focusing on rider compliance and fostering responsible riding habits, Helm Guard contributes to a safer road ecosystem. Its data-driven approach aids authorities in tracking helmet usage patterns for targeted safety campaigns, making it an essential tool for improving road safety for both riders and pedestrians.

- **Emerging Technologies and their impact on pharmaceutical Industry**

Your project focuses on the pharmaceutical industry's transformation through the integration of emerging technologies like AI, machine learning, blockchain, 3D printing, CRISPR, IoT, and digital health. These innovations are driving advancements in drug discovery, personalized medicine, supply chain transparency, and patient care. The use of AI and ML accelerates drug development, while blockchain ensures secure data sharing and combats counterfeit drugs. IoT enhances patient monitoring, and CRISPR enables targeted gene editing. The future promises personalized, efficient, and patient- centered healthcare through these technological breakthroughs.

Achievements

- Winner of Vishleshan 2.0 – Case Study Competition Based on a solution of Startups.
- Participated in **Nestle internship program**.
- Participated in **Hero Campus Challenge**.