



Puja kumari

PGDM – Finance & Marketing

As an ambitious finance enthusiast, a keen interest in mastering financial analysis, risk management, and data-driven strategies. Dedicated to continuous learning, fostering creativity, and implementing innovative solutions aims to drive significant outcomes within the financial industry.

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SUMMER INTERNSHIP:

Financial inclusion penetration in Noida with respect to CSB bank

(May 2024 – June 2024)

(Noida)

- Focused on lead generation, with strategic use of marketing tools, with the help of business development team for enhancing sales
- Conducted detailed customer survey on Google form for more than 70+ customer, with the help of chi square analysis the impact on the growth of CSB Bank.

ACADEMIC PROJECT:

Apparel marketing analyzed.

- Implemented STP with SWOT analysis on marketing strategies for Universal SportsBiz Pvt Ltd.
- analysis has equipped with a comprehensive understanding of how Universal SportsBiz can align its strengths with market opportunities and address potential challenges effectively.

ACADEMIC PROJECT:

Analyzed JSW+s financials using historical data and 3 statements

- Conducted a comprehensive financial analysis and ratio evaluation.
- Deepened understanding of financial statements, valuation, ratios and decision-making frameworks.

SKILLS:

Problem Solving

Analytical Thinking

MS Office

Functional Communication

Relationship Management

CERTIFICATES:

- create charts and dashboards using Microsoft excel i – jaipuria (2024)

EDUCATION:

Post Graduate Diploma in Management

Jaipuria Institute of Management, Noida

Specialization – Finance & Marketing

68.18%

Bachelor of Commerce

B.B.M.K. University.

(2017 - 2020)

65%

Senior Secondary School Certificate

Kendriya Vidyalaya Maithon Dam

(2017)

59%

Secondary School Certificate

Kendriya Vidyalaya Maithon Dam

(2015)

79%

ACHIEVEMENTS:

- Won 1st gold medal in 100-meter Hurdles in national Games. (2017)
- Representative of EBSB Committee of Jaipuria Institute of Management. (2024)
- Applied strategic planning and performance analysis for Jaipuria Premium Legue. (2024)

LANGUAGES:

English Hindi Bengali

INTERESTS:

Abstract Art

Athletic

Music

Travelling