

# SUDHANSHU RAI

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MBA in FinTech with a solid foundation in financial product distribution, business strategy, and data-driven planning. Certified NISM Mutual Fund Distributor with exposure to portfolio modelling, distributor performance tracking, and sales enablement tools like Power BI and Excel. Demonstrated leadership in driving B2B partner engagement through campus events. Eager to apply analytical and interpersonal skills in supporting the recruitment, training, and development of financial distributors.

## WORK EXPERIENCE

### **Bajaj Finserv** 06/2024 - 08/2024

#### **Finance • Internship**

- Supported investment planning by preparing research reports and analyzing financial data
- Assisted in portfolio diversification strategies based on market trends

### **MVK Networks Pvt. Ltd.** 06/2024 - 08/2024

#### **Data Analyst • Internship**

- Built dynamic dashboards in Power BI and automated financial reporting using Python.
- Provided data-driven insights that improved decision-making across investment partnerships and operations.

### **IMARC Services Pvt. Ltd.** 07/2022 - 12/2022

#### **Digital Marketing Specialist • Full-time**

- Researched BFSI industry trends across 10+ reports, aiding investor-focused content strategy.
- Contributed to 20+ data-driven campaigns, reducing cost per lead by 18%.

### **Junction Store** 05/2021 - 06/2022

#### **SEO Specialist • Full-time**

- Boosted organic visibility by 250% and improved product conversion rate by 5%.
- Conducted pricing/competitor research for 30+ SKUs to support digital portfolio strategy.

## PROJECTS

### **Portfolio Management Simulation**

Analyzed and optimized mock portfolios for better alignment with investor goals (15% improvement)

### **Financial Modeling**

Built valuation models, improving stock forecasting accuracy by 12%

### **Sales Dashboard (Power BI)**

Visualized key sales data to support financial planning and investment decisions.

### **Hometown Bank (Startup Model)**

Created a fintech banking model using customer-centric features

### **One-Pager Company Profile**

Summarized financial data and metrics for investor briefings

## CERTIFICATIONS

### **NISM VA - Mutual Fund Distributors**

### **SEBI Investor Awareness Certificate - NISM**

### **Financial Derivatives and Algorithmic Trading - NSE Academy**

### **Fundamental and Technical Analysis - Varsity, Zerodha**

### **Python and R for Finance - NSE Academy**

### **Analytics For Finance - NSE Academy**

### **Blockchain in FinTech - Antier School of Blocktech**

## SKILLS

- Business Development Planning
- Client Engagement
- CRM Tools & Digital Campaigns
- Data Analysis
- Excel
- Financial Product
- Mutual Funds
- Power BI
- Python
- Risk Profiling
- Sales Enablement
- Stakeholder Communication
- Strategic Planning
- Territory Development

## EDUCATION

### **MBA in FinTech**

Chandigarh University  
Mohali, Punjab

GPA: 7.7  
2023 - 2025

### **Bachelor of Technology**

JSSATE  
NOIDA, Uttar Pradesh  
GPA: 7.2  
2017 - 2021

### **Intermediate (C.B.S.E)**

S.P.S.E.C  
Kanpur, Uttar Pradesh  
GPA: 8.02  
2016

### **Matriculation ( C.B.S.E )**

S.P.S.E.C  
Kanpur, Uttar Pradesh  
GPA: 7.2  
2014

## LEADERSHIP & INITIATIVES

### **Battle of Trader 2.0**

Event Head

- Managed sponsorships and partnerships with B2B firms in finance and trading.
- Organized trading simulation and investor education drives for 200+ participants.