

PRABAL SHARMA

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Key SKILLS

- **Technical Skills** : MS Excel, MS Powerpoint, Digital Marketing
- **Soft Skills** : Leadership, Problem-Solving Skills, Team Player, Adaptability
- **Financial Skills** : Financial Statement and Ratio Analysis

INTERNSHIP

Finance Intern | Reliance Securities | Chandigarh

June 2024 – August 2024

- Assisted in opening demat accounts by **guiding clients through documentation** and addressing their financial needs
- Gained **in-depth understanding of financial products**, including equities, insurance and mutual fund
- Assisted in opening demat accounts by guiding clients through documentation and addressing their financial needs, achieving a target of 10 account openings

Digital Marketing Intern | GTB Infotech | Jalandhar, IN

Jan- 2023 – Apr-2023

- Led successful **cross-platform ad campaigns**, driving significant increases in website traffic, conversions, and ROI.
- Optimized **social media presence** and developed compelling content strategies, resulting in higher engagement and organic growth.
- Planned and executed high-impact **email marketing campaigns**, achieving improved open and click-through rates while aligning marketing efforts with overall business objectives.

PROJECTS

Financial Statement And Ratio Analysis | LPU

Sep'24

- Conducted in-depth **financial analysis** of TCS and Wipro's income statements, balance sheets, and cash flow statements for making informed investment decisions
- **Calculated and interpreted key financial ratios** (liquidity, profitability, solvency, efficiency) to identify potential risks, opportunities, and areas for improvement
- **Identified and made a financial decision of investing** in which company and on what parameters and **made a research report**

Cost Sheet Preparation and Analysis | LPU

Sep'24

- Developed a detailed cost sheet for a product, **analyzing direct and indirect cost** to ensure accurate pricing
- Conducted **a break-even analysis to evaluate profitability** and support pricing decisions
- Collaborated on **identifying cost-saving opportunities and presenting recommendations** for operational efficiency

Un-Brand to Brand | LPU

Nov'23

- Turned an **unbranded idea into a well-known brand** through research and creative strategies.
- **Created a unique brand identity** with a logo, tagline, and clear messaging.
- **Gained practical experience** by working directly on real-world challenges and solutions.

ACHIEVEMENTS

- **Techfest 2022** January 2022
Secured 1st position in the competition which showcased analytical and problem-solving skills
- **Inter college Badminton** July 2022
Inter college Badminton winner at Apeejay Institute of Management

CERTIFICATIONS

- Advanced Excel by Ernst & Young March'24
- Corporate Financial Statement Analysis by LinkedIn October'24
- Financial Modelling by Ernst & Young April'24
- Digital Marketing February'23
- IBM Certification in Python December'23

EDUCATION

- **Lovely Professional University**
Master of Business Administration in Marketing and Investment Banking (7.64 CGPA) Phagwara, Punjab
Since August 2023
- **Apeejay Institute of Management**
Bachelor of Business Administration (6.5 CGPA) Jalandhar, Punjab
June 2020 - August 2023
- **New Saint Soldier Sen. Sec. School**
Higher Secondary (8.9 CGPA) Jalandhar, Punjab
2018-2020