

Thupakula Haripriya

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SKILLS

- **Technical skills:** MS-Excel, MS-Power Point, MS-word, Tableau, Valuation Techniques, Financial Data Analysis, Risk Management, Market Research
- **Soft Skills:** Team Management, Leadership, Optimistic, Adaptable,

INTERNSHIP

Market Research Intern

June 2023 - Aug 2024

Epitome TRC

- Conducted **market research and competitive analysis** to identify industry trends, consumer behavior, and digital marketing strategies for course promotion.
- Developed **data-driven content strategies**, optimizing audience engagement and **increasing website traffic by 40%**.
- Provided insights on customer preferences and ad performance, leading to improved Google Ads targeting and higher conversion rates.
- Recommended business solutions to enhance brand visibility, resulting in a **25% growth in online engagement** and improved strategic marketing decisions

PROJECTS

Tata motors Financial Evaluation and Forecasting

Jan 2024

- Performed **financial evaluation and forecasting** for Tata Motors using financial modelling techniques.
- Analyzed historical financial data to identify trends and patterns relevant to Tata Motors **financial performance**.
- Constructed financial forecasts to estimate Tata Motors future financial position and profitability.
- Employed **Discounted Cash Flow (DCF) valuation** to assess the intrinsic value of Tata motors.

Verizon-Vodafone Merger Analysis: Financial performance and synergy evaluation

May 2024

- Performed analysis of **the \$130 billion merger** between Verizon and Vodafone, which involved Verizon's acquisition of Vodafone's 45% stake in Verizon Wireless.
- Developed the ability to analyze the pre- and post-merger financial performance of the combined entity, including assessing liquidity, solvency, and profitability metrics.
- Learned to evaluate the effectiveness of the integration process and the realization of expected synergies from the merger.

CERTIFICATES

- | | |
|---|-----------|
| • Advance Microsoft Excel Grant Thornton | Sep 2024 |
| • Investment Risk Management Coursera | June 2024 |
| • Fundamental Analysis, Valuation Techniques, Investment Strategies Angel Broking | June 2024 |
| • Financial Statements, SEC Filings and Ratio Analysis Coursera | July 2024 |
| • Corporate Finance LinkedIn learning | Aug 2023 |

INDUSTRIAL TRAINING-KPMG

Financial Modelling & Valuation Analysis

May 2024 – Jul 2024

- Forecasting a company's future financials based on assumptions and past performance of the company.
- Used Discounted Cash Flow method and Sensitivity Analysis in financial modeling.

ACHIEVEMENTS

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| • NISM PAN India Quiz 2025
Participated in a national-level finance quiz organized by the FINWIN Club, Mittal School of Business, LPU. | Feb 2025 |
| • Active Member of NSS –Contributed to organizing awareness campaigns and volunteer activities. | Jun 2023 |
| • Event Management (July 2022) – Organized a school event under the ELP program | July 2022 |

EDUCATION

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|---|---|
| • Lovely Professional University
Master of Business Administration; CGPA: 7.97 | Punjab, India
August 2023-Present |
| • B.S.K.K.V University
Bsc in Agriculture; Percentage:81.8% | Maharastra, India
June 2019 - March 2023 |
| • Sri Chaitanya Junior College
Intermediate; Percentage: 95 % | Andhra Pradesh, India
June 2017 - March 2019 |