



IMS
GHAZIABAD

INSTITUTE OF MANAGEMENT STUDIES
GHAZIABAD

NBA Accredited & AIU (PGDM)



SHREYA SRIVASTAVA

☎ :Mobile No.8468064738 ✉ Official IMS email id:a2024pgdm4462@imgzb.ac.in

🌐 <https://www.linkedin.com/in/shreya-srivastava-512bb2273>

CAREER OBJECTIVE:

A motivated PGDM candidate specializing in and **Finance** and **Marketing** with a strong academic record and **internship experience**. Skilled in analytical thinking, problem-solving, and communication, eager to apply expertise to drive impactful results and support a dynamic organization's marketing and finance goals.

ACADEMICS	Year	Degree/Qualification	University/Board/School	Percentage/CGPA
	2024-2026	PGDM-Finance& Marketing	IMS Ghaziabad	1 st Year: 8.5 CGPA
	2019-2022	B.Com	Allahabad University	90%
	2019	Higher Secondary	Jagat Taran Golden Jubilee School	88%
	2017	Matriculation	Jagat Taran Golden Jubilee School	9.0 CGPA

INTERNSHIPS	Company: State Bank of India (SBI), New Delhi Location: New Delhi Duration: 2 month
	<ul style="list-style-type: none"> Conducted a comparative study of Corporate Salary Package (CSP) penetration among SBI and peer banks (HDFC, ICICI, Axis, PNB, Union Bank, Bank of Baroda). Analyzed customer acquisition strategies and recommended methods to increase CSP penetration in the market. Performed competitive benchmarking and presented insights on improving SBI's positioning in corporate accounts. Developed analytical and presentation skills through data collection, analysis, and structured reporting. Prepared and submitted a comprehensive project report in line with organizational objectives.
	Company: Hamari Pahchan NGO Location: Virtual Intern Duration: 1 month
<ul style="list-style-type: none"> Developed digital marketing content for social media and crowdfunding campaigns. Contributed to a social entrepreneurship project, applying problem-solving and social impact assessment skills. Assisted with drafting and organizing legal documents, demonstrating attention to regulatory compliance. 	

LIVE PROJECTS	Title: Marketing Plan Implementation and Analysis for Sai International Pet Products Pvt. Ltd. Duration:
	Key findings, observations and learning during the projects
	<ul style="list-style-type: none"> Distributor ROI Analysis: Designed and implemented a marketing plan to boost distributor ROI and enhance market presence. Supply Chain Cost Reduction: Identified supply chain efficiencies, contributing to proposed technology integration aimed at reducing lead times. Budget Optimization: Optimized budget allocation to improve sales efficiency and channel profitability.

EXTRA CO-CURRICULAR ACTIVITIES & ACHIEVEMENTS	Value Based Certifications	<ul style="list-style-type: none"> Completed a Workshop on Data Analysis and Visualization using MS Excel, gaining practical skills in analytics. Accomplished a Data Analytics Job Simulation with Accenture, enhancing business decision-making abilities. Completed the Excel Skills Job Simulation by JPMorgan Chase & Co., mastering advanced Excel techniques .
	Positions of Responsibility	<ul style="list-style-type: none"> Effectively managed responsibilities as Class Monitor . Team presenter in many presentations at IMS Ghaziabad. Member of Finance Club at IMS Ghaziabad.
	Technical Skills	<ul style="list-style-type: none"> MS Excel MS Power Point Data Visualization Canva Skilled in using AI tools for finance and marketing research
	Achievements	<ol style="list-style-type: none"> Mind Matrix Competition: Secured 3rd position in the "Mind Matrix" HR competition, showcasing strong problem-solving skills. Induction Program 2024 (Crossroads): Achieved 1st Runner-up in Crossroads event, Induction Program 2024 at IMS Ghaziabad. Pustak Mahotsav 2024: Awarded 2nd position in competition in Pustak Mahotsav 2024 held at IMS Ghaziabad. Induction Program 2024 (IMS Bingo): Achieved 1st Position in IMS Bingo during Induction Program 2024. Inter House Kho-Kho Competition – Secured 3rd position twice in Inter House Kho-Kho competition in girls group.
	Social Responsibilities	<ul style="list-style-type: none"> As a volunteer with Team Everest's 'Story Writing for Children' program, promoted literacy and community engagement. Participated in an awareness program focused on World Cancer Day, organized by IMS Ghaziabad.
	Personal Skills & Competencies	<ul style="list-style-type: none"> Brand Promotion & Product Marketing Team Collaboration & Leadership Negotiation & Communication Skills Critical Thinker Quick Learner
	Hobbies & Interests	<ul style="list-style-type: none"> Watching Space Movies Keen interest in Creative AI Prompt Experimentation