

# DEEPANSHU BALHARA

## MBA (Marketing and Finance)

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### PROFILE SUMMARY:

Motivated MBA student with a focus on Finance and Marketing, equipped with strong analytical and problem-solving skills. Experienced in conducting market analysis and developing marketing strategies through academic projects. Passionate about utilizing innovative approaches to drive business success and eager to bring fresh ideas to a collaborative team environment.

### PROFESSIONAL SKILLS:

- Team Management
- Presentation Skills
- Strategic Thinking
- Client Relations
- Project Management
- Brand Marketing

### WORK EXPERIENCE:

#### Finance Intern | HDFC Bank

June 2024 - August 2024

- Understand how financial data is analyzed to assess the bank's performance.
- Gain insights into the credit risk management process.
- Understand how financial products are marketed to different customer segments.
- Learn the importance of maintaining strong relationships with customers.

#### Relationship Associate | Niva Bupa

April 2023 - November 2023

- Understanding of Insurance product features, Sales promotions and revenue.
- Analyzing of colleagues experience during the phase and help in problem solving.
- Working with In collaboration with HDFC Assets in (Emerging Enterprises Group).

### EDUCATION:

#### Deenbandhu Chhotu Ram University of Science and Technology, Murthal

2023-2025

Masters in Business Administration (6.7 SPGA)

- Managed teams for projects and events, showcasing leadership and teamwork.
- Organized and participated in college fests, networking events, or marketing expos.
- Completed projects and activities focused on finance, marketing strategy, and business development.

#### Maharashi Dayanand Universtiy, Rohtak

2019 - 2022

Bachelors in Business Administration

- Participated in marketing campaigns, helping to design promotional materials.
- Conducted a market research project on customer satisfaction for watches.
- SGPA : 6.2

#### Kendriya Vidyalaya Kanchanbagh, Hyderabad

Higher Schooling (CBSE)

- Higher Schooling with Commerce (7 CGPA)
- Schooling (7 CGPA)

2017-2018

2015-2016

## RELEVANT PROJECTS:

### Career Development Workshop:

May 2024

- Initiated and managed a workshop with experts on Entrepreneurship, Resume Building, Personality Development, and Leveraging LinkedIn, enhancing career skills and professional development.

### Summer Training Report on Customer Satisfaction on Watches

June 2022

- Collecting and Analyzing different companies according to their products in market.
- To understand the existing products, factors influencing for purchasing and customer perceptions.
- Collecting feedback and providing recommendations on improvement based on analysis.

## EXTRA CURRICULAR ACTIVITIES:

### Coordinator:

- Student Coordinator for the Training and Placement Cell (2024-2025) at the Department of Management Studies, DCRUST, Enhancing placement and career development efforts.
- Young Thespians Society Coordinator, for the Department of Management Studies, for organizational skills. and helping students in gaining hands on experience in planning and executing events.

### Volunteering and Achievements:

- Successfully organized and managed several departmental events, including Freshers and Farewell gatherings, which strengthened community engagement and fostered teamwork.
- Actively participated as a volunteer in the college's annual fest, RHYTHM, playing a key role in event planning and execution within my assigned area, thereby enhancing my organizational skills and collaborative abilities.
- Actively participated in events organized by the Women's Cell, promoting gender equality and empowering women through engaging discussions and activities.
- Attended an International Conference Business And Management (ICBM) in 2020.
- Gained 1st position in Football at school Regional Level.
- Selected as a Sports Captain in 2017-2018.