

# KASHISH SORA

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## ACADEMIC CREDENTIALS

**Bachelor of Business Economics (BBE)**, Delhi University, Maharaja Agrasen College

**2022- 2025**

- Major in Business Economics , Minor in Commerce
- Relevant Coursework: Financial Literacy | Business Data Interpretation | Data Analytics | Customer Relationship Management | Risk Analysis | Data Analytics | Financial Data Handling.

## SKILLS

- **Analytical Skills** - Data Analysis | Data Interpretation | Pivot Analysis | Customer Profile Analysis | Risk Awareness | Process Compliance | Documentation Accuracy | Data Confidentiality | Economic Analysis | Regression Analysis | Hypothesis Testing.
- **Business & Operational Skills**- Customer Service Excellence | Client Communication | Issue Resolution | Attention to Detail | Documentation Management | Process Improvement | Time Management | Cross-functional Collaboration.

## PROJECTS

### **Research projects**

- Independently built a **predictive model** using a real-time data, applying data analysis, profile evaluation, and structured decision making to identify systemic challenges.

### **Economic Analysis Report**

- Conducted comparative economic analysis of four Indian states by examining GSDP growth and inflation trends over a nine-year period.
- Applied data cleaning, Excel pivot analysis, and structured reporting to identify growth trends and support data-driven resource and economic planning insights.

## EXPERIENCE & INTERNSHIP

### **Event Management**

**2022- Present**

Hands-on experience in planning and coordinating resources for corporate events, including team scheduling, task allocation, and operational planning. Tracked team availability, resource allocation, and event timelines to ensure smooth execution and optimal utilization of resources.

### **ASELOR INDIA**

**Feb 2026**

Operations & Client Support

- Led brand awareness initiatives and executed D2C client engagement strategies to enhance customer acquisition and drive sales growth.
- Analyzed consumer behaviour and engagement metrics to improve campaign effectiveness.
- Collaborated with cross-functional teams to improve customer experience and service delivery, ensuring process accuracy and operational efficiency.

### **SHYYGL**

**Feb 2025**

Marketing and Client Relationship Executive

- Managed marketing and promotion of clothing products at the exhibition.
- Handled customer interaction and client servicing, ensuring high-quality customer experience and issue resolution.

LOA by the founder of Shyygl

### **JOY-E BIKES**

**Feb 2024**

Promotional Event Coordinator

- Coordinated the launch of new e-bike and e-scooter models at the Bharat Mandapam Automobile Expo.
- Handled client interactions, stall coordination, and visitor engagement during the exhibition.

### **SONY**

**Dec 2023**

On-site Management Coordinator

- Managed a team of 4 members, coordinating operations, troubleshooting on-site issues, and ensuring smooth event execution. Maintained accurate documentation and customer information handling while ensuring data confidentiality during client interactions.
- Handled client communication and operational planning. Executed interactive product promotion for PS5 promotional campaign during the price-drop event, ensuring high audience participation and brand visibility.

### **Founders Hunt**

Graphic design Intern

**Summer 2024**

- Assisted the team lead in creating visual content and social media campaigns, improving brand engagement.
- Developed weekly Instagram content and contributed to digital marketing analytics and performance tracking on multiple design projects, contributing to visual content and branding requirements.

## CERTIFICATIONS & EXTRACURRICULARS

- Certificate in Product Management by Jobaaj Learnings
- Spearheaded the Business Economics department's flagship fest ENTREUZEST twice.
- Achieved Level-2 Certification in Kathak dance
- Participated in an Intercultural program with Ukraine.