



# Supriya Soni

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## ACADEMICS

| Qualification | Institute                              | Board / University   | Year | % / CGPA |
|---------------|--|----------------------|------|----------|
| PGDM          | Indus Business Academy, Bangalore      | AICTE                | 2026 | 7.19/10  |
| B.COM         | Kanoria Mahila Mahavidyalaya, Jaipur   | Rajasthan University | 2023 | 57%      |
| XII           | Maheshwari Girls Public School, Jaipur | CBSE                 | 2020 | 72%      |
| X             | Maheshwari Girls Public School, Jaipur | CBSE                 | 2018 | 72%      |

Specialization (PGDM – Dual Specialization)

Finance

## CERTIFICATIONS / PUBLICATIONS

- Grant Thornton's Lean Six Sigma Green Belt
- TCS iON Career Edge- Young Professional Course
- Data Visualization with Tableau – Udemey
- The Complete Financial Analyst Training & Investing Course – Udemey

## INTERNSHIPS

|   |   |
|---|---|
| Urban Company<br>(March 2025 – August 2025)                 | <ul style="list-style-type: none"> <li>• <b>Business Development Associate</b></li> <li>• <b>Marketing Operations &amp; Analytics:</b> Optimized operational workflows to improve customer experience, reducing cancellations by <b>8%</b>. Maintained performance metrics for a network of 50+ partners, ensuring alignment with pricing strategies.</li> <li>• <b>Growth Strategy &amp; Execution:</b> Consistently exceeded targets by <b>5-6% MoM</b> through data-driven strategies, contributing to category growth.</li> <li>• <b>Stakeholder Coordination:</b> Resolved <b>90%+</b> of escalations within 24 hours, demonstrating the ability to work in a fast-paced, service-oriented environment.</li> </ul> |
| Vogabe Advisors Private Limited<br>(July 2022 – March 2023) | <ul style="list-style-type: none"> <li>• <b>Investment Research Intern</b></li> <li>• <b>Content Creation &amp; Management:</b> Designed and delivered <b>180+</b> newsletters, creating <b>50+ original content ideas</b> to strengthen client engagement.</li> <li>• <b>Market Research:</b> Conducted comprehensive research across <b>10+ sectors</b>, benchmarking competitors to deliver actionable insights.</li> <li>• <b>Strategic Insights:</b> Synthesized findings into recommendations for market-entry and positioning strategies for client along with presentations.</li> </ul>   |

## PROJECTS

|   |  |
|---|--|
| Repos Energy 2025   | <ul style="list-style-type: none"> <li>• Executed <b>on-ground lead generation</b> initiatives at <b>EXCON 2025</b> for <b>Repos Energy</b>, generating <b>120+ qualified B2B leads</b> within 5 days through direct prospect engagement and qualification</li> <li>• <b>Engaged with industry professionals, business owners, and decision-makers</b> to promote company offerings, increase booth traffic, and support the sales pipeline</li> </ul>   |
| Study on Consumer Behaviour in Hospitality Sector towards Green Buying 2024 | <ul style="list-style-type: none"> <li>• Conducted <b>primary surveys</b> across <b>10+</b> hospitals and hotels, analyzing 30+ data points to generate <b>actionable insights</b> on <b>sustainability trends and eco-friendly consumer behavior</b>.</li> <li>• Compiled and structured research findings into comprehensive market reports, enabling businesses to align strategies with <b>green buying preferences</b>.</li> <li>• <b>Recommended</b> data-backed initiatives to enhance adoption of <b>sustainable practices</b>, supporting business decision-making and <b>ESG</b> alignment.</li> </ul> |
| Strategic Outreach and Event Marketing Initiative 2024                      | <ul style="list-style-type: none"> <li>• <b>Led promotional campaign execution for ECOFLUENCE'24 (National Economic Conference)</b> by distributing <b>1,000+</b> marketing materials, driving a <b>25%</b> increase in event registrations.</li> <li>• <b>Analyzed</b> attendee engagement data and developed high-impact visual presentations, optimizing outreach strategies and <b>improving stakeholder engagement</b> by <b>30%</b>.</li> </ul>  |

## POSITIONS OF RESPONSIBILITY

|                           |  |
|---------------------------|--|
| i3 Committee, 2025        | <ul style="list-style-type: none"> <li>• Actively contributing as a member of the <b>I3 Placement Committee</b>, conducting recruitment activities and ensuring seamless interaction between students and corporate recruiters.</li> <li>• Support end-to-end campus placement processes, including interview scheduling, <b>database management</b>, and facilitating successful student placements.</li> </ul> |
| Barcodes: The Retail Club | <ul style="list-style-type: none"> <li>• Developed engaging content for students to make them understand <b>retail industry trends</b> and products.</li> <li>• Conducted informative sessions ensuring <b>high-quality content</b>.</li> </ul>  |

## EXTRA CURRICULAR ACTIVITIES

|                                     |  |
|-------------------------------------|--|
| Ushus Fest, Christ University 2024  | <ul style="list-style-type: none"> <li>• Participated in <b>Ushus Management Fest 2024</b>, competed in the <b>Marketing Vertical</b>, solving live case studies on <b>branding</b> and product launches. Developed <b>Go-To-Market strategies</b> and pitched creative campaigns to industry judges, demonstrating strategic thinking and presentation skills under tight deadlines.</li> </ul> |
| NHRD 13 <sup>th</sup> Showcase 2025 | <ul style="list-style-type: none"> <li>• Represented the college as a <b>Delegate</b> at the NHRD Showcase, gaining exposure to industry insights and <b>networking</b> with HR professionals.</li> </ul>  |
| Volunteer DAB India 2020-2023       | <ul style="list-style-type: none"> <li>• Volunteered with DAB India's <b>dog-feeding drive</b>, regularly supporting the care and wellbeing of <b>stray dogs</b> in the community.</li> </ul>  |



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