

# ISHA BHARDWAJ

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## SUMMARY

Market & Business Development-focused BBA (Financial Investment Analysis) graduate skilled in market research, competitive analysis, lead generation, and business development strategy. Experienced in preparing proposals, analyzing market trends, managing early-stage pipelines, and supporting go-to-market initiatives. Strong ability to generate business insights, communicate with stakeholders, and support strategic decision-making. Adept at CRM navigation, data interpretation, and cross-functional collaboration to drive revenue growth and client acquisition.

## WORK EXPERIENCE

### Brand Management Intern | SHEWings Health Care Pvt. Ltd. JUL 2024 – AUG 2024

- Conducted market & competitor research covering 30+ brands, identifying positioning gaps and strengthening GTM planning.
- Assisted in identifying and qualifying 50+ potential leads and partners, contributing to early-stage pipeline expansion.
- Analyzed financial terms and supported negotiations, contributing to improved contract value and partnership outcomes.
- Collaborated with cross-functional teams (Sales, Product, Marketing) to ensure alignment with brand and campaign objectives.
- Prepared 10+ insights-driven reports and client-ready presentations used for internal strategy discussions and communication.

## EDUCATION

### GRADUATION | BBA IN FINANCIAL INVESTMENT ANALYSIS 2022-2025

Galgotias University, Greater Noida  
CGPA: 8.01

### SENIOR SECONDARY | COMMERCE 2020-2022

Nilgiri Hills Public School, Noida  
Percentage: 90.4

## RESEARCH PUBLICATION

### THE ROLE OF AI & ROBO-ADVISORS IN REDUCING BEHAVIOURAL BIASES.

Published: International Journal of Scientific Research in Engineering and Management (IJSREM)  
ISSN: 2582-3930 | DOI: 10.55041/IJSREM51036 | Volume 09 Issued 06 June, 2025

## FINANCE PROJECT

### Financial Modeling & Valuation of Infosys Ltd. [View](#)

- Developed a comprehensive financial forecasting and valuation model for Infosys Ltd. (FY2016–FY2030).
- Conducted DCF and comparable company analysis to determine intrinsic value and market performance.
- Performed detailed financial ratio, profitability, and cash-flow analysis to assess business efficiency and growth.

## SKILL

Cross-Functional Coordination  
Data Analysis & Interpretation

Basic CRM Navigation  
Presentation &  
Documentation

Advance Excel  
Market Research