KRITIKA SHARMA
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PROFESSIONAL SUMMARY

MBA student specializing in Finance & Marketing with a strong foundation in Computer Applications (BCA). Skilled in financial analysis, Marketing Research, and data-driven decision-making. Seeking opportunities to apply analytical and strategic skills in corporate finance, market research, or business development roles.

EDUCATION

Pranveer Singh Institute of Technology   2024-2026
- Master of Business Administration (Marketing)

Dr. Virendra Swarup Institute of Computer Studies   2021-2024
- Bachelor's of Computer Application (BCA)

UP Kirana Seva Samiti Vidyalaya
- Completed 12th standard from the ISC Board   2020-2021
- Completed 10th standard from CISCE Board   2018-2019

INTERNSHIP

EVEPAPER
Research & Promotion Intern   Nov 2021- Feb 2022
- Handled day-to-day tasks like connecting with students of different colleges and promoting the newspaper and the events conducted by the company.
- Researched various trending topics that can be helpful to students.

ACADEMIC PROJECTS

- **Event Store | Street Vendor Empowerment Platform**
  - Conducted feasibility analysis for 'Event Store,' a digital vendor platform, evaluating India's $50B+ event industry using PESTLE/SWOT frameworks. Identified a 15% annual growth rate and targeted the 60% wedding segment to project a scalable business model.
- **Employee Management System (BCA Project)**
  - Designed and documented a comprehensive Employee Management System using Java and MySQL as a core academic project. Created detailed system architecture, data flow diagrams, and functional specifications to model HR processes like attendance and payroll management.
- **Banking Management System (BCA Project)**
  - Architected a comprehensive Banking Management System, defining use cases and data flow for customer accounts, transactions, and loan processing using Java. Structured the normalized MySQL database to efficiently handle and secure critical financial data and user information.

COURSES & CERTIFICATE

- Professional Diploma in Branding & Brand Management by UDEMY
- Certification of Completion of the Power BI workshop by the OFFICE MASTER
- Google Data Analytics by COURSERA

SKILLS & INTEREST

- **Interest:** Reading Books, Travelling
- **Technical Skills:** Excel, Power BI, SQL, Basic Python
- **Soft Skills:** Leadership, Communication, Team Collaboration

Extracurricular Activities

- Participated in the **"Stock Insight"** activity organised by PSIT
- Participated in the **"SEBI Investor Awareness Test"** organised by NISM
- Attended **Cyber Security and Ethical Hacking** workshop at Dr. Virendra Swarup Institute of Computer Studies