



Sikta Singh
MASTER OF BUSINESS ADMINISTRATION
(Finance and Human Resource)

✉ : singhsikta6@gmail.com | ☎ : 9334408590

LinkedIn: www.linkedin.com/in/sikta-singh-750a6a221



OBJECTIVE	An MBA student with strong analytical and problem-solving skills, seeking opportunities to contribute to organizational success through financial analysis and business operations while gaining exposure across diverse functions.
SKILLS	<ul style="list-style-type: none"> ▪ Tools & Techniques- Microsoft Excel PowerPoint Canva ▪ Soft Skills- Analytical curiosity Empathetic leadership Articulate Expression Creative Problem-Solving ▪ Traits - Curious Open-Minded Resilient Adaptive Empathetic

ACADEMIC PROFILE				
Qualification	Institute	Board/University	Year	%/CGPA
MBA	Jaipuria Institute of Management	Abdul Kalam Technical University, Lucknow	2024-26	68.1%
BBA	Birla Institute of Technology, Mesra	Birla Institute of Management, Jharkhand	2020-23	81%
XII	Creane Memorial High School	CBSE Board	2020	84%
X	Creane Memorial High School	CBSE Board	2018	81%

INTERNSHIP/ VOLUNTEERING EXPERIENCE		
Marketing and HR Intern, Aim India Pvt. Ltd., Delhi	2 Months	May 2025 to August 2025
Roles and Responsibility	<ul style="list-style-type: none"> ▪ Executed targeted marketing and sales strategies for a long-term savings and risk cover product. ▪ Analyzed and reported on daily sales performance metrics to senior managers. ▪ Managed the end-to-end sales process, from prospecting and client education to needs-based selling and closing. 	
Finance Trainee, Hindustan Copper Limited, Ghatsila, Jharkhand	1.5 Months	May 2022 to July 2022
Roles and Responsibility	<ul style="list-style-type: none"> ▪ Prepared comparative balance sheets and profit and loss statements ▪ Performed ratio analysis to assess liquidity, profitability, and operational efficiency. ▪ Conducted in-depth financial analysis to evaluate organizational performance. 	
Campus Ambassador, Viral Fission	3 Years	October 2020 to November 2023
Roles and Responsibility	<ul style="list-style-type: none"> ▪ Promoted brands like Unacademy, JBL, Fastrack, and KFC through strategic campaigns and engagement. ▪ Created content for social media to enhance visibility and drive brand awareness. ▪ Gathered feedback to refine marketing strategies and improve campaign effectiveness. ▪ Worked with teams to align local initiatives with overall marketing objectives. 	

Projects	
Mini Project (Tynterra)	<ul style="list-style-type: none"> • Conceptualized a sustainable hair-color brand focused on 100% natural pigments and plant-based developers. • Conducted market feasibility analysis, covering demand forecasting, competitive benchmarking, and pricing strategy. • Applied financial feasibility models, including break-even analysis and profit margin projections. • Integrated AI tools like Google Trends and ChatGPT for consumer preference and trend analysis. • Proposed innovative eco-tech solutions such as microencapsulation and solar drying for herbal ingredients. • Designed Lean Canvas Model to evaluate business viability and scalability. • Presented findings emphasizing clean beauty, sustainability, and technological innovation in personal care.
SIP Project (A study on customer perception towards investment plans in India.)	<ul style="list-style-type: none"> • Initiated a research project to understand customer perception towards investment plans, including SIPs, mutual funds, and other financial instruments. • Defined objectives to assess awareness levels, key decision factors, and demographic influences on investment preferences. • Designed the study framework encompassing survey methodology and data collection plans for primary research. • Planned to analyze customer attitudes toward risk, returns, and product trust to aid financial institutions in refining investment offerings. • Highlighted the study's relevance amid India's rising investment awareness and evolving financial habits.

ACCOLADES AND CO-CURRICULAR ACTIVITIES	
Jaipuria Institute of Management	<ul style="list-style-type: none"> ▪ Core organizer at Start-up Mela, Mercato 2024 ▪ Secured First position in "The MBA Boardroom: Roleplay Scenarios for Future Executives"
Co-curricular activities	<ul style="list-style-type: none"> ▪ Industrial Visit, Haier Appliances India Pvt. Ltd. ▪ Participated- Econoply- JIM, Noida ▪ Participated- Brand Revamp- JIM, Noida ▪ Participated- Case Study Competition- IPEM ▪ Participated- Start-up Idea- JIM Ghaziabad ▪ Visited- UP Trade Fair ▪ Visited- Bharat Mandapam Food Fest

ACHIEVEMENTS

Jaipuria Institute of Management

- Appointed as Class Representative for batch 2024-26
- Appointed as Secretary of Entrepreneurship Cell, JIM

Birla Institute of Technology, Mesra

- Appointed as the Content Writing Head of the Debating Society

CERTIFICATIONS

- Financial Statement Analysis and Reporting, IIT Roorkee, 12 Weeks
- Business and Sustainable Development, IIT Bombay, 4 Weeks
- Innovation, Business Models and Entrepreneurship, IIT Roorkee, 8 Weeks
- Innovation Ambassador (IA) Foundation Level, MOE's Innovation Cell 30 Hours
- Marketing and Research Analysis, IIT Roorkee, 8 Weeks

HOBBIES AND INTERESTS

- Exploring innovative business ideas & sustainable solutions
- Tracking financial and market insights
- Creative writing for communication and expression
- Learning languages and cultures for cross-cultural adaptability
- Networking and collaborative engagement