

SAKSHAM BAJPAI

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PROFESSIONAL SUMMARY

Ambitious MBA fresher with a dual specialization in Finance, equipped with strong skills in financial analysis, investment evaluation, risk management, and corporate finance. Proficient in budgeting, forecasting, financial modeling, and data-driven decision-making with a keen interest in capital markets, banking, and corporate finance strategies. Eager to contribute analytical and problem-solving abilities to support business growth and financial performance in a dynamic organization.

EDUCATION

2024 - 2026 (Pursuing) AKTU University	Master of Business Administration - (Finance & Marketing) Pranveer Singh Institute of Technology, Kanpur
2021 - 2024 CSJMU University	Bachelor of Commerce Brahmanand College, Kanpur
2020 - 2021 CBSE	Intermediate (Class XII) Dr. Soney Lal Patel Public School, Kanpur
2018 - 2019 CBSE	High School (Class X) Dr. Soney Lal Patel Public School, Kanpur

INTERNSHIP

Dec 2024- Feb 2025 EPR Recycler, Kanpur	Marketing Intern <ul style="list-style-type: none">Conducted market research and competitor analysis to identify business opportunities, improving insights for marketing strategies.Assisted in developing and executing digital marketing campaigns, enhancing online brand visibility and audience engagement.Prepared and presented marketing reports & data-driven insights to support strategic decision-making.
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PROJECTS

Silver Care - Elderly Support Service Model

- Developed a business model and strategic marketing plan integrating healthcare and social engagement.
- Conducted business idea validation and feasibility analysis for Silver Care, a service model supporting elderly well-being.
- Compiled comprehensive project report, demonstrating analytical, problem-solving, and management skills.

CERTIFICATES

- Data Analytics Job Simulation | Deloitte | 2025
- Professional Diploma in Branding & Brand Management | Udemy | 2025
- Digital Marketing | Google | 2023
- Tally Software Certification | E-Learners | 2023

ACHIEVEMENTS

- Understanding Risk Management in Financial Sector | Tcs Ion | 2025
- Hackathon | PSIT | 2025
- Introduction to Credit Risk | Tcs Ion | 2025
- Tech Expo | PSIT | 2024

SKILLS

Technical Skills

- Digital Marketing
- MS Office
- Power BI
- Tally

Soft Skills

- Adaptability & Time Management
- Communication & Interpersonal Skills
- Attention to Detail
- Problem Solving