

SMITA SINGH

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PROFESSIONAL SUMMARY

Enthusiastic and driven individual with a keen interest in marketing and analytics. Eager to apply academic knowledge to real-world challenges while continuously learning and adapting. Focused on developing practical skills and contributing effectively to organizational goals.

EDUCATION

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|--|---------------------------|
| • PGDM | Expected Completion: 2026 |
| Lloyd Business School, Greater Noida | |
| • Bachelor of Science in Biology , Awadh University, Uttar Pradesh | 2023 |
| • Class XII (Science, CBSE) | 2020 |
| • Class X (CBSE) | 2018 |

SKILLS

Technical Skills:

- Microsoft Office Suite
- Orange
- Power BI
- Tableau

Soft Skills:

- Leadership and Collaboration
- Thinking and Problem Solving
- Adaptability and Punctuality
- Negotiation and Communication

PROFESSIONAL EXPERIENCE

Business Analytics Intern

Sanmit Technologies

June 2025 – July 2025

- Completed a Business Analytics project in the first phase, involving data cleaning, exploratory analysis, and generating actionable insights to support decision-making.
- Utilized Power BI for interactive dashboards and Excel for advanced data analysis, reporting, and visualization.
- Assisted in sales activities during the second phase, including lead generation, market research, and client engagement to support business growth.

VIRTUAL JOB SIMULATIONS

NSW Government Virtual Program Marketing & Communication Job Simulation

- Completed a job simulation focused on marketing & communications at NSW Government
- Developed a communication plan for an advertising campaign
- Wrote a newsletter for staff at an agency

Deloitte Australia Data Analytics Job Simulation

- Completed a Deloitte job simulation involving data analysis and forensic technology
- Created a data dashboard using Tableau
- Used Excel to classify data and draw business conclusions

PROJECTS

Manufacturer Performance Analysis – Power BI Project [April, 2025]

Individual Project | Power BI, Data Modeling, Visualization

- Developed a dynamic Power BI dashboard to track sales performance and market share across regions.
- Presented insights on underperforming categories, growth trends, and regional comparisons.

Research Presentation – DEI Policy [April, 2025]

- Explored how Diversity, Equity, and Inclusion policies impact consumer trust and brand perception.
- Delivered research findings through a structured presentation supported by case insights

Auto Sales Dashboard – Excel-Based Data Analysis Project [April, 2025]

Individual Project | Excel, Pivot Tables, Slicers, Data Visualization

- Built an interactive dashboard using Pivot Tables and slicers to analyze sales trends and KPIs; presented findings via PowerPoint.
- Shared project on Kaggle and GitHub; engaged with professionals on LinkedIn for insights.

Live Project Intern, Dabur [January, 2025]

- Worked on product promotion, sales support, customer engagement, and inventory tracking; gained exposure to consumer behavior and CRM.

CERTIFICATIONS

- **Canva Design:** Visual content creation for marketing and presentations
 - **Google Ads (Beginner):** Fundamentals of online advertising and strategy
 - **AI, Blockchain, and Global Trade (MAHSA University, Malaysia):** Insights into emerging technologies
 - **Microsoft Workshop by EY:** Advanced knowledge of Microsoft tools in professional setting
 - **Harvard Business School** – Certification focused on strategic thinking, leadership, and business decision-making.
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EXTRACURRICULAR

- Hosted, a Finance Literacy Workshop to enhance financial literacy among peers as a **Member of the Chapter and Frame Club**
- **Participant, OPPO Green Program organized by AICTE-**Engaged in environmental sustainability initiatives, promoting eco-friendly practices.
- **Achieved First Place in Debate Competition** on "Implementation of 4 Days Workweek" – Demonstrated strong argumentative skills and persuasive communication in discussing the pros and cons of a reduced workweek.
- **Achieved First Place in Group Discussion** on "AI in Recruitment" – Excelled in a dynamic discussion, providing insights into the transformative role of AI in streamlining recruitment processes, enhancing efficiency, and reducing bias in hiring.