

N. YASHWANT REDDY



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Home
Street 35, sector 7, Bhilai,
Chhattisgarh (490006)

Education

PGDM
Jaipuria School Of Business
2024 - 2026 6.7 CGPA

BBA
St. Thomas college, Bhilai
2021 - 2024 71%

XII
MGM SR. Sec. School , Bhilai
2020-2021 84%

X
MGM SR. Sec. School , Bhilai
2019-2020 83%

Skills

Technical Skills

Excel
Canva
Powerpoint
SQL

Soft Skills

Analytical
Adaptable
Leadership
Communication

Awards



Secured 1st position in inter-school football tournament

Work Experience

SALES AND MARKETING INTERN

Techno Paints and chemicals | Hyderabad (May-July 2025)

- Conducted B2B market research and lead generation activities to identify target clients in emerging urban zones.
- Assisted in market research to understand customer preferences and competitor activities.

Certifications / Workshops

- MS Excel Certification- Microsoft (Dec 2024)
- Digital Marketing Foundations - LinkedIn (Feb 2025)
- SQL for Data Analysis - LinkedIn (May 2025)
- Google AI Essential - Coursera (July 2025)

Live Projects and Research Projects

- DS group - Developed a comprehensive marketing plan for DS Group's entry into the luxury fragrance market, covering market research, and promotional planning.
- D mart - Interacted with customers and understood what are the key influencers in their buying decisions.
- Godrej Interio - Market Research About Godrej Interio and its Distribution Channel.

Achievements

- Generated 50+ leads during my internship by conducting market research and structured outreach activities.