

SUMEET YADAV

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PROFESSIONAL SUMMARY

Results-oriented MBA candidate with strong abilities in creative thinking, effective communication, and critical problem-solving. Use strategic planning, data driven insights and change management for business growth and development. Emerge as a team leader through cross functional collaboration and project management. Eager to contribute to business innovation, enhance team productivity, and develop actionable solutions in dynamic work environments.

EDUCATIONAL QUALIFICATIONS

MBA, (Finance and Marketing)

Pranveer Singh Institute of technology

Kanpur
2024-2026

Bachelor of Science

Chattrapati Sahu Ji Maharaj University

Kanpur
2017-2020

Intermediate

International Public School

Bhopal
2016-2017

High school

Army public school

Bhopal
2013-2014

PROJECTS

1) EQUITY RESEARCH PROJECT- Bharat Financial Inclusion Limited

- Analyzed the financial statement and ratio of Bharat Financial Inclusion Limited and its competitors.
- Conducted macro-economic analysis with respect to industry.
- Conducting competitive research and identifying essential variables by means of Porters Model SWOT & PESTEL analysis.

2) HYDROSENSE – Smart Water Monitoring System

- Developed a wearable IoT-based device for farmers to monitor soil moisture levels in real-time.
- Improves irrigation efficiency, prevents water wastage, and supports small & commercial agriculture fields.
- Useful for agricultural and industrial applications with smart water management features.

3) SUMMER INTERNSHIP REPORT

- Studied the impact of digital marketing and ORM on hotel performance at Hotel Manoj International, Kanpur.
- Analyzed booking behavior and brand perception using data from 50–100 customers.
- Identified challenges like high OTA dependence and weak online visibility.
- Recommended strategies to improve direct bookings, social media, and ORM.

SKILLS

Soft Skills: Communication, Problem Solving, Critical Thinking, Teamwork, Adaptability, Analytical & Critical thinking, Time management.

Technical Skills: MS-Excel (basic), MS-Word, Power BI, Canva.

CERTIFICATIONS

- Microsoft office specialist certification.
- Basics of Stock Market (Fundamental Analysis).
- SEBI Investor awareness course.
- The fundamentals of digital marketing.

EXTRACURRICULAR ACTIVITIES

- Participated in an activity of portfolio making of stocks at college level.
- Participated in various group discussions, presentations in college.
- Participated in sporting events like football at college level.