

Tanya Parihar

MBA

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SUMMARY

An enthusiastic and self-motivated MBA-Marketing and Business Analytics pass-out seeking opportunities to apply knowledge and skills in the industry. Eager to apply my skills and contribute to a dynamic organization that values data driven decision making and innovation.

WORK EXPERIENCE

Founder's Office Intern | Pathnovo Solutions 07/2025- 12/2025

- Performed LinkedIn outreach to generate leads, build professional networks, and expand brand visibility.
- Managed multiple projects from initiation to completion, ensuring on-time delivery and alignment with client requirements.
- Created and published SEO-friendly blogs and LinkedIn posts to drive engagement and enhance digital presence.
- Supervised team performance, conducted regular check-ins, and provided guidance to achieve project goals.
- Prepared offer letters, coordinated onboarding processes, and assisted with basic HR operations to support team growth.

Business Analyst Intern | DS Group (DS Spiceco) 05/2024- 07/2024

- Project Focus: Successfully worked on a “Beat Optimization” project in Sales Development Management.
- Industry Exposure: Acquired in-depth understanding of FMCG sector, its sales and distribution dynamics.
- Tool Utilization: Gained hands-on experience and understanding of “Bizom” a sales force automation tool.
- Data Analysis: Conducted in-depth analysis of sales data to identify patterns, provide insights using advance Excel.

SKILLS

- Technical Skills: MS Excel, Power BI.
- Soft Skills: Adaptability, Empathy, Rational thinking.

ACADEMIC QUALIFICATION

YEAR	DEGREE	INSTITUTE	CPI/%
2023-2025	MBA	GLA University, Mathura	79.6%
2016-2019	BCA	Dr. MPS Group of College, Agra	72%
2016	CLASS XII	CBSE	75%
2014	CLASS X	CBSE	87%

KEY PROJECTS

Capstone Project | GLA University, Mathura

April - 2025

- Participated in a 6 round global business simulation, working on real life case scenarios involving marketing, finance, R&D and forecasting decisions.
- Led a team of 5 members in Capstone Project that is a business simulation game powered by Cesim.

E-commerce Data Analysis

Jan - 2025

- Analyzed monthly profit and loss to track financial performance and identify trends.
- Evaluated profit and loss by sub-category to highlight high-performing and underperforming areas.
- Identified top customers and their revenue contribution to support business growth strategies.

LANGUAGES

- English
- Hindi