

# Ritisha Jain

## MBA - Marketing/Human Resource

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Date of Birth: 9<sup>th</sup> April, 2001

### ACADEMIC PROFILE

Degree	Institute	Board	Year	Results
MBA	KJ Somaiya Institute of Management, Mumbai	KJ Somaiya	2026	77.00%
B.Tech.(Artificial Intelligence)	Sage University, Indore	Sage University	2023	87.00%
HSC	Macro Vision Academy, Bhuranpur	C.B.S.E.	2019	75.60%
SSC	Sandipani Academy, Mandleshwar	C.B.S.E.	2017	91.20%

### ACADEMIC ACHIEVEMENTS

Certifications	Achievements	Year
	• Google Digital Marketing & E-commerce, Coursera	(2025)
	• Business Analysis & Process Management, Coursera	(2024)
	• Learning Data Science, Project Management, Business Analysis Foundations	(2024)
	• Content Marketing Certified, HubSpot Academy	(2024)
	• Advance Excel, Nafees Institute of Professional Studies	(2024)

### KEY PROJECTS

<b>Internship: Calvin Klein (02 Months - 2025)</b>	<ul style="list-style-type: none"><li>• As a CRO, achieved ₹20+ Lakh in individual sales through CRM-led client engagement, upselling techniques, and premium styling services—contributing to a record ₹19.66 Lakh single-day store performance</li><li>• Defined and tracked key performance indicators (KPIs) such as daily sales, footfall conversion, and LFL growth, presenting weekly sales insights to store and area managers</li><li>• Streamlined inventory operations using Olabi Retail by managing real-time stock levels, executing inter-store transfers, and ensuring on-floor availability during peak periods</li><li>• Executed visual merchandising strategies in alignment with Calvin Klein's brand standards, driving product visibility and enhancing in-store engagement through seasonal layout refreshes</li><li>• Delivered luxury customer service by embodying Calvin Klein's grooming standards, handling returns and POS operations, and resolving client concerns with professionalism and empathy</li></ul>
<b>Internship: Biosash (08 Months - 2021)</b>	<ul style="list-style-type: none"><li>• Led a team of 10 people across 5 states, driving a sales increase of 33%</li><li>• Mentored and guided team members to enhance their communication, presentation, and sales skills, fostering a culture of collaboration, innovation, and collective success</li><li>• Developed and delivered engaging presentations to diverse audiences, showcasing products and services, and securing new business opportunities</li><li>• Utilized strong verbal and written communication skills to build relationships with clients, team members, and consistent sales growth</li><li>• Achieved consistent sales growth, expanded market share, and exceeded performance targets through creative marketing initiatives, strategic planning, and data-driven decision-making</li><li>• Organized and hosted successful sales events, conferences, and webinars, resulting in 33% increase in sales and team engagement</li></ul>
<b>Internship: Gosotek Technologies (02 Months - 2021)</b>	<ul style="list-style-type: none"><li>• Worked as a Data Analyst Intern, translating complex datasets into actionable insights through visual storytelling and dashboards</li><li>• Utilized Excel, Power BI, and Tableau for data cleaning, transformation, and KPI-based performance tracking</li><li>• Created interactive dashboards and detailed reports to support strategic, data-driven decision-making</li><li>• Delivered presentations with clear recommendations, improving stakeholder understanding and business outcomes</li></ul>
<b>Graduation Project: Electronic Ration Card for Rural Development (2022)</b>	<ul style="list-style-type: none"><li>• Electronic Ration Card for Rural Development</li><li>• Patent Number: 202221068059</li><li>• Developed a digital ration distribution system aimed at replacing conventional ration with a digital version to minimize corruption and streamline public distribution in rural India</li><li>• Focused on streamlining public distribution and improving efficiency in rural India</li></ul>

### POSITIONS HELD & ACHIEVEMENTS

Positions of Responsibility	Positions Held	Year
	• Senior Member – Placement Committee, KJ Somaiya Institute of Management, Mumbai	(2025)
	• Coordinator - Smart India Hackathon	(2022)
	• Host, Technophilia, Sage University Indore	(2022)

