

**MAITHILEE MALI**Course : **MBA (Semester)**, Marketing | Operations

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DOB : 21<sup>st</sup> Oct 2001**ACADEMIC DETAILS**

Course	Institute	Board	Results	Year
MBA	KJ Somaiya Institute of Management , Mumbai	Somaiya Vidyavihar University	7.8	2026
B.Com (Commerce )	Garware College of Commerce , Pune	Savitribai Phule Pune University	82.60 %	2022
CLASS XII	Dr. Kalmadi Shamrao Junior College , Pune	Maharashtra State Board of Secondary and Higher Secondary Education (MSBSHSE )	89.23 %	2019
CLASS X	Dr. Kalmadi Shamrao High School , Pune	Maharashtra State Board of Secondary and Higher Secondary Education (MSBSHSE )	85.20 %	2017

**CERTIFICATIONS**

Certification	Certifying Authority	Year
The Strategy of Content Marketing	Coursera	2025
Digital Marketing	Coursera	2025
Brand Management : Aligning Business , Brand and Behaviour	Coursera	2024
Integrated Course on Information Technology and Soft Skills: Information Technology Training	The Institute of Chartered Accountants of India	2023
Integrated Course on Information Technology and Soft Skills: Orientation Course	The Institute of Chartered Accountants of India	2022
CA Foundation	The Institute of Chartered Accountants of India	2021
Goethe Zertifikat A2, Fit in Deutsch 2	Goethe Institute	2016
Goethe Zertifikat A1, Fit in Deutsch 1	Goethe Institute	2016

**SUMMER INTERNSHIP (3 Months )**

<b>Sales Intern</b> (Jiyansh Agro Foods Enterprises )	<ul style="list-style-type: none"> <li>Led on-ground B2B sales and digital content creation , achieving 1,510 kg in wholesale and retail sales across Pune</li> <li>Awarded "Most Efficient Intern" and "Highest Revenue Generating Intern" in recognition of driving highest sales in quantity and achieving the highest revenue contribution among all summer interns</li> <li>Secured an exclusive city-wide contract with a wholesale vendor for distribution of one of the retail products in the Pune Market</li> <li>Visited over 1,200+ stores by customizing product pitches , distributing sample packs , following up with the vendors while covering approximately 1071 km in each of the two sales round</li> <li>Proposed actionable strategic recommendations such as introducing smaller SKUs in 50 gram and 100 gram variations , rolling out a flavoured makhana line, modernizing and redesigning the packaging</li> <li>Submitted daily MIS reports and contributed to pricing and packaging insights</li> <li>Proposed and developed the brand's digital presence on Instagram and formed content strategy for digital marketing</li> <li>Created digital assets and a content bank of reels, recipe videos and feed posts for the brand's Instagram page</li> </ul>
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**PROJECTS**

<b>Capstone : Capstone Project Intern , Centre for Sustainability Development (CSD), KJSIM (06 Months )</b>	<ul style="list-style-type: none"> <li>Assessed HR challenges in India's informal e-waste sector where 90% of workers lack formal contracts and benefits</li> <li>Identified low PPE adoption (15%), minimal safety training (&lt;10%) and gender disparity (only 15% of female workers trained)</li> <li>Analysed wage exploitation , poor working conditions and exclusion from schemes like e-SHRAM</li> <li>Proposed HR performance indicators and policy reforms to support formalization , worker protection and circular economy integration</li> </ul>	<b>(2025)</b>
<b>Internship : Cost and Works Accounting Intern, Destination Moto (01 Month)</b>	<ul style="list-style-type: none"> <li>Learned Enterprise Resource System packages : Billbook and SimplyPOS</li> <li>Assisted in recording new stock in the system , pre-ordering items from the supplier , organizing backend inventory and fulfilling website orders along with packaging and shipping</li> <li>Classified goods based on Value and Movement of Stores</li> <li>Handled walk-in customers , followed up with calls for website customers</li> <li>Analysed the business model and came up with a Customer Loyalty Program to boost sales and engagement which was implemented and adopted</li> </ul>	<b>(2022)</b>

**POSITION OF RESPONSIBILITY**

Senior Member - Cultural Committee - K J Somaiya Institute of Management , Mumbai

(2025)

**AWARDS AND RECOGNITIONS**

Most Efficient Intern | Jiyansh Agro Foods Enterprises

(2025)

Top Revenue Generator | Jiyansh Agro Foods Enterprises

(2025)

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