

# PRIYADHARSHINI M

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## CAREER OBJECTIVE

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MBA graduate specializing in Finance & Marketing, eager to apply leadership, analytical, and problem-solving skills to drive business growth.

## WORK EXPERIENCE

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**RABWIN Industries Pvt Ltd** (Marketing intern) (Mar – May 2025)

- Enhanced customer outreach using engagement tools and marketing software.
- Assisted in customer interactions to understand their needs and provide basic product information.

**PRD Rigs Pvt Ltd** (Marketing intern) (Aug 2024)

- Supported marketing team in developing creative campaign ideas and strategies.
- Participated in field activities, customer outreach, and product promotion tasks.

## PROJECTS

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- A Study on the Impact of Customer Relationship Management (2025) published in IJNTI. ORG (ISSN: 2984-908X)
- Rural Innovation Project (2024): Proposed sustainable rural development initiatives.
- Social Immersion Project – RAAC, Coimbatore (2023): Developed community-focused solutions.

## TECHNICAL SKILLS

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- Digital Marketing:** SEO, Google Ads, Social Media Marketing, Content Marketing, Google Analytics, Lead Generation, Email Marketing
- SPSS:** Data Entry, Basic statistical analysis, Report generation
- Microsoft Office:** Word, Excel, Power point, Outlook
- Tally with GST:** Basic Accounting entries, GST Billing, Invoice Management
- Canva:** Designing posters, social media creatives, marketing materials.

## LEADERSHIP

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- Treasurer:** Managed budgeting and fund allocation for college events.
- Event Coordinator:** Led college cultural event Himac'24.

## EDUCATION

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Hindusthan College of Engineering & Technology (Anna University) (2023-2025)  
**MBA - Finance and Marketing (CGPA-8.64)**

A.V.C College, Mayiladuthurai (Bharathidasan University) (2020-2023)  
**B.COM (CGPA-7.96)**

## CERTIFICATION

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- HR Development Conference – Hindusthan College of Arts & Science(2024)
- NPTEL Certification – Design Thinking: A Primer (IIT Madras, 2024)
- Diploma in Computer Applications with Tally – CSC Sirkali(2023)