

SHARANAYA PURI

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RAJIV GANDHI INSTITUTE OF PETROLEUM
TECHNOLOGY

Jais, Amethi - 229304



Name of Discipline – MBA

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EDUCATIONAL BACKGROUND

Class	CPI/CGPA/%	YYYY
10 th (La Martiniere Girls' College, Lucknow)	87.25%	2016
12 th (La Martiniere Girls' College, Lucknow)	96.75%	2018
B.A English (Honours) (Miranda House, University of Delhi, Delhi)	7.6	2021
MBA (Rajiv Gandhi Institute of Petroleum Technology, Amethi)	7.57	Pursuing

INTERNSHIPS

TATA 1mg, Gurugram	Key Accounts Management	May, 2024 to August, 2024
<ul style="list-style-type: none">• Acquired and nurtured medium and large brands for strategic brand partnership, including brands like Hansaplast, Godrej Appliances, Tynor and Amrutanjan, employing negotiation skills and strategic approaches to establish key brand partnerships, addressing their unique requirements.• Played a key role in achieving business sales worth 8,00,000 rupees in net revenue through implementation of business development strategies, identification of growth opportunities and transformation of these strategies into measurable financial outcomes.• Managed and co ordinated key accounts with a focus on seamless, transparent and effective communication.• Led the development and execution of brand-building strategies to enhance the visibility of brands through a customized strategy for each brand.• Led the drafting of agreements in tandem with the legal team, for brands that desired to enter into retail partnership with TATA 1mg.• Worked closely with the operations team to make the assets live on the platform.		
8 Views, Hyderabad	Human Resource Intern	March, 2022 to June, 2022
<ul style="list-style-type: none">• Worked as an HR Intern- Operations and Recruitment at 8 Views• Contributed to the recruitment process, onboarding and offboarding interns and trainees• Mapped the productivity levels of employees and submitted weekly reports for the same to the Co-founder and the Chief Happiness Officer		
Universal Tribes, Delhi	Sales and Marketing Intern	June, 2021 to July, 2021
<ul style="list-style-type: none">• Generated new leads, selling organic products• Created posters and organized competitions for marketing products.		
Pinkishe Foundation	Social Media Marketing Intern	July 2021 to September 2021
<ul style="list-style-type: none">• Worked as a Social Media Marketing intern at Pinkishe Foundation. Increased engagement for the daily show "Pink Talk" by bringing in new viewers• Brainstormed with the core team to organize competitions and contests associated with "Pink Talk"• Worked to actively promote the YouTube channel of the organization called "Pink Talk" via social media marketing.		

Research Projects & Publications (Best Three) (if any)

Project - Project report on Financial Reports on FMCG Companies of LSE.	
Publications	
<ul style="list-style-type: none">• Project on Dashboard creation.	

<ul style="list-style-type: none">• Project on five FMCG companies listed on LSE. Carried out ratio analysis, Du Pont analysis and CAGR.	
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SKILLS

Canva,,MS Excel, MS Word, MS PowerPoint, R, Python, Time management, communication skills.

EXTRACURRICULAR ACTIVITIES

<ul style="list-style-type: none">• Volunteered for women empowerment at “Bhumi”.• Volunteered to teach socio-economically underprivileged children at “Ummeed- a Drop of Hope”.	
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LEADERSHIP EXPERIENCE/ POSITIONS OF RESPONSIBILITY

<ul style="list-style-type: none">• Selected as the Placement co-ordinator of RGIPT.• Spearheaded the core team for organizing Net Zero Conference.
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Address: Lucknow

Signature.....

Date.....