

Amisha Madhwani

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OBJECTIVE

Individual with experience of working in Information Technology and Retail Sector. Looking to embellish my knowledge in the corporate world. A polished communicator with good presentation and negotiation skills. With the ability to help organization exceed corporate goals and honor long term commitments made to customers, stakeholders and team members of the company.

EDUCATION

MBA (Marketing) – KJ Somaiya Institute of Management studies, Mumbai (2020), CGPA of 8.24

B.E (Computer Technology) – YCCE, Nagpur University (2016), Score of 61.1%

Mahavir Marwadi College, Gondia – Class XII, Score of 81.67%

Vivek Mandir High School, Gondia – Class X, Score of 95.45%

SKILLS & COMPETENCIES

- 🔗 Team Management
- 🔗 Market Research
- 🔗 Business Development
- 🔗 Project Management
- 🔗 Problem Solving
- 🔗 Negotiation skills
- 🔗 Presentation Skills
- 🔗 Time Management
- 🔗 Data Analytics
- 🔗 Microsoft Office
- 🔗

EXPERIENCE

November 2016– October 2017

Application Developer • EMEA Digitization • iNautix Technology Pvt. Ltd

Responsibilities:

- Coded Application Programming Interface
- Handled Mockito and Junit testing used for the framework of java programming
- Managed client communication and servicing
- Verified URLs of project Global fund accounting division on Postman App
- Development of APIs for widgets and Junit testing for reporting modules
- Provided solution for financial services, better UI experience and handled use cases of EMEA customers

July 2019 – August 2019

Market Research • Search Us Pvt. Ltd

Responsibilities:

- Developed body content, meta descriptions of functions and services for different categories of business
- Researched and analyzed the keywords for different categories
- Understood business objectives and designed Microsoft excel to discover prospective customers' preferences
- Performed competitive analysis on various companies' market offerings
- Analyzed live data and gave necessary suggestions on future actions

SOFTWARE PROFICIENCY

- **SPSS**
Managed and interpreted high volume of data and performed Factorial analysis, Cluster Analysis, Multi-dimensional analysis
- **RapidMiner**
Interpreted multiple data and performed Market-Basket analysis, Data mining, Text mining and Decision tree

PROJECTS

- **Red Dot – Market Research (1 month)**

Analyzed consumer insights for proper sanitary waste disposal

Business Development:
Planned and designed Social Media Campaign

- **Big Bazaar – Trainee (1 Week)**

Researched and Analyzed consumer behavior

Planned a strategy to execute in store sales

Strategized and organized campaign for future Pay App

- **Image Compression with Partial Encryption using Hill Cipher: Final Year Project**

Encrypted for sending the image by hiding it from unauthorized access

Secured transmission by using encryption followed by compression of images

COURSES

- **Certified in Marketing Analytics Practitioner Course (CMAP) by Henry Harvin Education**

- **Certified in Google Analytics**

SUMMER INTERNSHIP

April 2019– June 2019

Business Leadership Intern • Business Development Strategy • Gray Routes Technology Pvt. Ltd

- Converted and generated leads for product- 'GrayFOS'
- Performed a qualitative analysis and processed routine Zoho CRM updates
- Performed and analyzed a study on the prospective clients to suggest the right customization of product
- Initiated field visits for understanding the requirements of the market and highlighted product improvements that could be undertaken to capture the market
- Prepared a Search Engine Optimization (SEO) plan for the company
- Negotiated with the clients regarding price of products
- Organized signature events in the organization

ACHIEVEMENTS

- Attended 3 days Rural immersion and Leadership Development Workshop organized by CDMI, KJ SIMSR
- Endorsed for Microsoft Excel by Search Us Pvt. Ltd
- Second runners-up in athletics for 100m and 200m race in Intra-College sports event Elan-e-Yudh, KJ SIMSR, 2018
- Runners-up in Basketball in Intra-College sports event Elan-e-Yudh, KJ SIMSR, 2018
- Participated in Infosys Ingenious'19 B-school competition
- Led and Headed a workshop of terribly tiny tales (TTT) and managed a footfall of approximately 100 at KJ SIMSR, 2018
- Participated in Pinkathon Day powered by Tata Salt: An initiative to promote fitness and health of women, 2018
- Completed Dale Carnegie: Generation Next Program
- Published a paper in Spandan 2016, National Conference on Advances in Engineering Technology and Applied Science, 2016

RESPONSIBILITY

- Member Students' Activity Forum, KJ SIMSR, 2018
- Member Retail Lab, KJ SIMSR, 2018
- Undertaken promotion and sales of the PROJECT RED DOT campaign in National Retail Summit, 2018
- Member- Ankur Experiential Learning Initiative, KJ SIMSR
- Member, Cultural Team, YCCE, 2016

