



**SaiBalaji Education Society's**  
**INTERNATIONAL INSTITUTE OF MANAGEMENT STUDIES**

Approved by AICTE, Ministry of HRD,  
Govt. of India NAAC Accredited



## RUHI AGRAWAL

### Current Address:-

Lovely Homes PG,  
Shinde Vasti,  
Sairang Society,  
Pune, 411057

### Personal Data:-

**Gender:** - Female  
**DOB:** - 10/01/1999  
**Mobile No:** - 9934751485  
**E-mail:** - ruhi9934@gmail.com

### Career Objective: -

To leverage innovative sales strategies and client-centric approaches to acquire client, exceed revenue targets while fostering long-term mutually beneficial relationships and strong rapport.

### Professional Qualification: -

**PGDM-** From International Institute of Management Studies (AICTE Approved), Pune 2023-25

**Major-**Marketing

**Minor-**Finance

Semester	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
Marks (%)	69.44%	76.76%	71.33%	Pursuing

### Academic Records:-

Qualification	University/College Name	Year of Passing	Marks(%)
M.com	Mangalayatan University, Aligarh	2022	64.13%
B.com	Magadh University, Patna	2019	67.5%
Intermediate	St. Teresa's Girls School, Bettiah	2016	67.8%
Matriculation	St. Teresa's Girls School, Bettiah	2014	72%

## Summer Internship:-

**Company Name:** Reliance Brands Limited [Hamleys Global Holdings Limited]

**Project Title:** Driving Sales Growth: Merchandising and Promotional Approach

**Project Profile:**

- Increase brand awareness through various campaigns
- Conducted a comprehensive competitive analysis
- Executed promotional activities, resulting in a increase in customer engagement

**Key Learnings:**

- Learned to work effectively with cross-functional teams to resolve complex problems
- Learned about store operations, visual merchandising and maintaining a organized store environment
- Developed skills in identifying opportunities to upsell and cross-sell products

**Achievements:**

- Sealed 11 birthday deal
- Acquired 34 new membership
- Connected with approximately 2000 leads
- Achieved sales success, generated Rs. 5,97,500 in revenue

**Duration:** 3 Months (19/04/2024 - 12/07/2024)

**Location:** Pune

## Winter Internship:-

**Company Name:** BDB India Private Limited

**Project Title:** Study of Market Research and Data Analysis

**Project Profile:**

- Conducting market research and analysing data to inform business decisions
- Developing and implementing new ideas to improve efficiency and productivity
- Collaborating with teams to achieve business objectives and targets

**Key Learnings:**

- Understanding of market research and data analysis techniques
- Development of adaptability and flexibility in a fast-paced environment
- Building professional network and relationships

**Achievements:**

- Generated an impressive 1700 leads
- Received appreciation for consistently meeting deadlines and effectively managing time to deliver high-quality results

**Duration:** 49 days (23/11/2023-10/01/2024)

**Location:** Pune

### **Live Project:-**

**Company Name:** Mavalli Tiffin Room (MTR) Foods

**Project Title:** Understanding Consumer Behaviour : Sampling and Promotion

**Project Profile:**

- Assisting in sales and marketing campaigns
- Managing and maintaining customer relationships
- Creating sales reports and analyzing sales data

**Key Learnings:**

- Team collaboration and communication skills
- Understanding of the food industry and FMCG market
- How to stay up-to-date with industry trends and developments

**Achievements:**

- Converted prospect into customer having good conversion rate (daily 30+)
- Appreciated by Sales Manager
- Became Team Leader

**Duration:** 11 days (05/10/2023 – 15/10/2023)

**Location:** Pune

### **Social Project:-**

- Created awareness and assistance in raising funds for needy people
- Food distribution in association with 'Marwadi Mahila Samiti'
- Free Tuitions to Poor
- Created awareness for cleanliness and distributed ODOMOS

### **Professional Certification:-**

- Customer Relationship Management from Great Learning; 2024
- Basics Of Visual Merchandising In Retail from Great Learning; 2024
- Sales Funnel from Great Learning; 2024
- Sales Management from Great Learning; 2024
- Marketing Foundations from Great Learning; 2024

### **Achievements and Honors:-**

- Student Volunteer in event VISTA 2K24
- Award for Gym Activity, Cricket and Football (1<sup>st</sup>) in Octave 2023–Fresher's Day
- Stood 6<sup>th</sup> in 5 km run in Octave 2023–Fresher's Day
- Organized Teacher's Day 2023 event
- Participated in Quiz Competition conducted by Majhauria Sugar Industries
- Setup food stall in 'Navrang Fair' in school
- Participated in Group Dance in Youth Festival

**Computer Proficiency:-**

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- Windows Operating System
- MSOffice (MS Excel Data Entry, Excel For Beginners & Intermediate Level)

**Hobbies:-**

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- Cooking, Graphic Designing, Listening Music, Networking & Solving Puzzle

**Declaration:-**

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I hereby declare that the information provided by me is true to the best of my knowledge and belief.

**Place - Pune, Maharashtra**

**(Ruhi Agrawal)**

