



# ARUNIKA PRIYADARSHINI

23, BANGALORE

## CONTACT

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## SUMMARY

MBA in sales and marketing, Worked as a Business Development Officer focusing on after sales work, transfer of product knowledge, engaging with clients and building relationships with them for the long term. Responsible for providing clients with excellent service of our product and making sure that client using our product on pilot basis convert into a permanent customer in order to generate revenues.

## OBJECTIVE

Seeking for opportunities in marketing to grow and learn proactively where I can align my skills along the lines of problem solving, relationship management and building strategies. Creative minded hence striving for roles in social media marketing, advertising and content creation.

## EMPLOYMENT HISTORY

### Business Development Officer

SpaceBasic, Inc. Bangalore (April'19 - September'19)

- Carried out Deployment for 7 new signed up clients, passed product knowledge and held orientation sessions for more than 2500 students & wardens
- Converted 4 pilot clients to paid clients, leading to generation in revenues of around INR 100,000 for the company.
- Provided customer support across all clients, managed customer support chat box and sent regular usage reports
- Worked with a team to enable smooth communication between the clients and in house technical team to utilize the service to its full potential

## INTERNSHIPS

### Vodafone India Ltd, Patna

2018

Sales-Analysis on Preference & Satisfaction of Retailers and Customers

- Prepared questionnaire and surveyed 160 retailers and 122 Customers on their brand preference and satisfaction level.
- Analysed collected data and inferred competitive scenario of the industry and factors affecting retailers' and customers' choice.

### Aravindam Foundation, Gurgaon

2017

Social Media Marketing

- Handled official Facebook, Twitter and Instagram accounts, created and posted 9, 3 and 4 contents respectively.
- Contacted and got students from 2 institutes inducted for internship and volunteering opportunities at the organization.
- Created content for the official website and the Sponsorship Presentation for pitching the same to prospective funders.

## POSITION OF RESPONSIBILITY

- Senior Member, Creative & Design Vertical - Udaan, IIM Indore 2018
- Junior Member, Events Vertical - Utsaha - Annual Rural Marketing Research Festival, IIM Indore 2017
- Senior Member, Operations Vertical - Ranbhoomi - Sports Fest, IPM, IIM Indore 2016

## TECHNICAL AND PROFESSIONAL SKILLS

- MS Office
- Adobe Photoshop
- Relationship Building
- Communication
- Problem Solving
- Time Management
- Team Player
- Decision Making
- Accountability
- Organised

## VOLUNTEERING AND SOCIAL SERVICE

- Volunteered in 'No Polybag campaign' by Asthagram Trust, Khargone Project, 2015
- Volunteered in the organizing of Indore Marathon held at Indian Institute of Management Indore, 2013


## INTERESTS

Adept in Graphic Designing using Adobe Photoshop, interested in singing, reading, writing and fine arts like Glass Painting, Block Printing, Oil Painting.

Explore my writing blog here:

 [medium.com/@arunika.p](https://medium.com/@arunika.p)

Explore my food blog here:

 [https://www.instagram.com/infused\\_culinary\\_love/](https://www.instagram.com/infused_culinary_love/)

## ACADEMIC PROJECTS

- Conducted a commercial feasibility analysis on use of LEDs as an alternate source of street lighting in campus 2016
- Prepared and pitched a public relations campaign for Google with respect to data security issues 2015
- Analysed the social media impact on people of different age groups on their offline relationship patterns 2014

## LIVE PROJECTS

- Formulating a marketing strategy for a sports nutrition bar-Bliss Lifesciences 2018
- Performance management system and impact on employee retention - Unichem Lab 2018
- Market perception of Radisson Blu and the correct price point - Radisson Blue Hotel 2017

## ACHIEVEMENTS AND CERTIFICATIONS

- Finished First in Marketplace Live Simulation Game among 6 teams by having the highest balanced scorecard 2018
- Completed Inbound Marketing Certification - Hubspot 2018

## EDUCATION

- Masters of Business Administration (Dual Degree) IIM Indore 2019
- Bachelor of Arts (Dual Degree) IIM Indore 2016
- XII CBSE (Commerce) Delhi Public School, Patna 2013
- X CBSE Delhi Public School, Patna 2011