



## Simran Chaturvedi

Marketing | Innovation and Entrepreneurship | MarTech

### CAREER OBJECTIVE

A self-motivated individual, A team player and takes pride in owning my work. Believes in learning from all the opportunities available, and giving back to the society by fulfilling all the responsibilities and duties entrusted to me with best of my ability.

### EXPERIENCE – INTERNSHIP

#### Digital marketing intern “AMBRELA MONEY” – OCT 2021 – DEC 2021

Worked with Ambrela Money a fintech company as a content creator for their website as they were a startup and helped configure the mobile application, as well as multi-tasked with some recruitment for the company.

### ACADEMIC PROJECTS

**Design thinking project on Zudio:** understanding the customer insights and empathy canvas, coming up with a problem statement, and increasing its customer retention. Designed inventory management system for them.

**Industry analysis of SpiceJet:** Analyzed the company SpiceJet, how it has been facing losses and why it is on the verge of bankruptcy by doing, SWOT analysis, PESTEL analysis and Finding major Stakeholders

**Started a Startup ideation:** ‘Milky way’ in innovation incubation program, trying to solve the problem of unavailability of pure and fresh milk directly from milk farm to customers doorstep.

**White paper on Cleanliness campaign:** Did research on India’s dirtiest, district (Gonda) and came up with solutions and solution implementations to help it gain cleanliness and hygiene.

**Worked as a HR for the engagement team:** The engagement team had to engage sponsors for the Kanyathon event and being their HR, I kept track of their accomplishments and evaluated them on the basis of their performance.

**Innovated a product; ‘Freshwiz’:** During the brand management course we worked upon building a product called ‘Freshwiz’. It is a smart refrigerator which reduces food wastage by notifying the customers about the expiry of the products.

**Social media campaign for dog adoption “Woofs Roof”:** Created a social media campaign for adopting stray dogs. Increased awareness of the need to adopt a dog and not buy them from pet stores.

### EDUCATIONAL HISTORY

- PGDM - Marketing, HR and MarTech | Jagdish Seth school of management, Bangalore | **Class of 2023 | CGPA: 6.07**
- B.com | Indira Gandhi National Open University | 2017-21 | **Percentage: 60%**
- 12th -Ryan International school | **Percentage: 60.6%**
- 10th -Ryan International school | **CGPA 6.6**

### OTHERS

- Languages Known: English, Hindi.

### KEY COMPETENCIES

- Problem solving skills
- Competitive
- Innovative
- Cooperative skills
- Team Player
- Proactive

### CERTIFICATES

- Fundamentals of Digital marketing- Google garage
- Corporate finance II- financing investment and managing risk-coursera.
- HBS course on Management Communication.
- HBS course on Mathematics for Management.
- HBS course on Quantitative Methods
- HBS Course on Spreadsheet Modelling.

### ACHIEVEMENTS

- Member of the JAGSOM Innovation incubation committee (21-23’).
- 3rd prize in Design thinking
- 3rd prize in Pitch to win
- First prize in shot put
- First prize in discus throw

### HOBBIES

- Sketching
- Badminton
- Volleyball
- Cooking
- Meditation.

### REACH ME AT

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