

**Riya Jain**  
23 Years | Female  
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### Profile Summary

Dedicated MBA graduate with a strong foundation in Marketing, specializing in Digital Marketing, Business Research Methodology, and Brand Management. Eager to apply academic expertise to drive innovative marketing strategies and contribute to the success of a dynamic team. Strong analytical skills and a passion for staying at the forefront of industry trends.

### Skills & Certification

Business Research • MS Office • Business Communication • JMP Statistical Software • Python (Basic Data Manipulation & Visualization) • Digital Marketing • Brand Management • Financial Management

### Academic Qualifications

Degree	University/Institute	%/CGPA	Year
MBA	SRM University, AP	8.67	Pursuing
BMS	Maris Stella College	7.66	2017-2020
Intermediate	Master Minds	91.9	2015-2017
SSC	Viswabharati	9.7	2014-2015

### Summer Internship

**Scoria IT as Marketing Intern (June 2023- August 2023)**

- Researched the business event management industry's size and identified countries with potential for event management software, focusing on industries in high demand.
- Used competitor analysis and MoSCoW analysis to define the Minimum Viable Product (MVP) features for our software.
- Gained knowledge of Agile methodology, Weighted Shortest Job First (WSJF), and basic Digital Marketing concepts.
- Created wireframes for Event Management Software.
- Generated reports on software development and documents for Visitor Management software within the company.

### Academic Projects

**Why do some men buy scooters & some motorcycles?** March 2023-June 2023

Associated with SRM Role- Core Researcher Team Size- 5

- The Research Paper aims to explore the factors that influence men's buying decisions when it comes to purchasing a two-wheeler, specifically between a motorcycle or a scooter.
- **Impact:** The research highlights the importance of understanding the complex and varied reasons that drive the purchase decision of men choosing between motorcycles and scooters which helps in developing marketing strategies.

**Financial Analysis of Bayer Crop Science Limited**

January 2023

Associated with SRM Team Size- 1

- It involved the analysis of the financial statements of Bayer Crop Science Limited using Ratio Analysis, Trend Analysis, and Comparative & Common Size Analysis for Decision Making.
- **Impact:** The project helped us to learn how financial statements are analyzed.

**Consumer Preference UPI Vs. Banking APPs (user-friendliness)**

Nov 2019- March 2020

Associated with SRM Role- Leader Team Size- 5

- The project dealt with finding the impact of user-friendliness on app usage.
- **Impact:** The project helped us understand which apps are more user-friendly and what changes

should be made in their counterparts.

### Awards & Achievements

**The Proficiency** Dec 2017  
Associated with Maris Stella College Academic Excellence in I Semester

#### Inter College Dance Competitions

- Magnova- PB. Siddhartha 2018,2019
- Nalanda 2018,2019
- Red FM competition 2019

#### Product Launch Competition

- Magnova 2018

#### Letter of Appreciation from Dean

Associated with SRM AMEYA Event Coordinator 2022

### Positions of Responsibility

#### Core Member- Brand Race Committee

Committee Size- 5 AMEYA 2023 Participants- 50 Oct 2022- June 2023

#### Marketing Head – Samaj Seva

Team Size- 7 Activities- 3 Oct 2022- June 2023

#### Dance Team- Co-leader

Team Size- 3-10 Competitions-15 June 2017- Sept 2020

#### Academic Projects- Co-leader

Samaj Seva Team Size- 8 Oct 2022- June 2023  
BRM Project Team Size- 5 March 2023- June 2023  
Strategic Management Team Size- 4 August 2023- Present

### Extra-Curricular

- **Event Coordinator**-Organized the Brand Race Event held by the department as part of AMEYA (Business Fest'2023)
- **Event Member Volunteer**-Volunteered to do PR & Marketing & Management of Stalls during AMEYA Business Fest
- **Marketing Head** – Samaj Seva - Found and negotiated venues for organizing activity and acted as the link between the team and the authorities & beneficiaries of the Activity.
- **Fundraising Coordinator**- a member of the fundraising committee for the Annual Charity Event raised a fund of Rs.1 Lakh.
- **Event Co-Ordinator**- Coordinator for Luminate (Product Launch) & Master of Ceremonies for the same.
- **Member Dance Club**- Participated in 15 or more intra & inter-college dance competitions.

### Others

**Languages:** English, Hindi, Telugu

**Hobbies:** Creative cooking, Dancing, Cross fit, Reading Novels & Manga, Watching Anime, Crocheting.

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