

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.
