

RESUME

SHAHISTHA ANJUM M

#682/25 7th Main 5th Cross Lenin Nagar Nittuvalli, Davanagere - 577004

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❖ Career Objective

I'm a motivated, trustworthy professional looking for entry-level employment where my will be put to good use whereas in to obtain a creative and challenging position in an organization that provides me an opportunity for self-improvement, while simultaneously contributing to the symbolic growth of the organization with my skills.

❖ SKILLS

- Strong communication
- Accounting skills
- Presentation skills
- Problem solving Skills
- Teamwork
- Adaptability and Flexibility
- MS-Office (Excel, Power point, Word)
- Analytical skills
- Sales

❖ COURSES

- Digital marketing
- Tally
- Search engine optimization
- Search engine management
- Social media marketing
- Supply chain Management
- Supply chain Logistics

❖ PROJECTS

IMPACT OF STORE ENVIRONMENT AND MERCHANDISING MIX ON CONSUMER BUYING BEHAVIOUR IN MAX FASHION

I did research on Impact of Store environment and merchandising mix on customer buying behavior with reference to max fashion.

❖ INTERNSHIP

JAIN POLYPACK, DAVANGERE - (Duration: 4 weeks, 15/10/2022 to 15/11/2022)

Conducted organization study at the company which involved SWOT analysis, Porter's 5 Force analysis, 7S analysis and financial statement analysis of company.

❖ MBA SPECIALIZATION

- *Marketing*

❖ EDUCATION

- *Bapuji Institute of Engineering and Technology (VTU)*
Master of business administration (MBA) 2023 — **73%**
- *RG Institute of Commerce and Management (Davangere University)*
Bachelor of Commerce (B.com) 2021 — **66%**

❖ PERSONAL DETAILS

- Father’s Name : MOHAMMED RAFEEQ
- Mother’s Name : SHAKEERA BANU
- Date of Birth : 05/02/2001
- Language Known : English, Kannada, Urdu & Hindi.
- Nationality : Indian.