

Isha Sharma

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Profile Summary

Business management aspirant with event coordination experience. Optimizes decision-making to drive growth, possesses leadership skills, financial knowledge, and determination to learn more

Summer Training Program

Ageas Federal

May 2023 – June 2023

Project Title: Working Capital Management in Insurance Industry

- Successfully generated **Rs 35 lakhs** in leads through strategic and impactful promotional initiatives
- Attained profound insights into the intricate dynamics of the insurance sector, fostering a comprehensive understanding
- Analyzed the Finance Statements which showed that the company is financially healthy

Academic Qualifications

Degree	Institute	Year of passing	%/ CGPA
PGDM (Finance)	SOIL School of Business Design, Gurgaon	2024	2.3/4
B. Com (Hons)	The Bhawanipur Education Society College, Kolkata	2022	70.3
12th	St. Agnès Convent School, Kolkata	2019	78.16
10th	Welland Gouldsmith School, Kolkata	2017	79.16

Academic Projects/Internships/Live Projects

- **Financial Statement Analysis** Conducted a rigorous analysis of Adani Green Energy's auditor's report, financial statements, and annual reports, emphasizing management discussion and analysis, to formulate strategic predictions for the company's future performance
- Completed a Finance project and conducted **Portfolio Management of 5 IT sector** companies and examined the potential of the companies through **fundamental and technical analysis**
- **Corporate Finance** Crafted a visionary financial forecast and devised a dynamic marketing strategy, propelling a long-term event planning company towards sustainable success and market prominence
- Engaged in a **Financial Analytics** initiative, and conducted **predictive modeling** by analyzing historical stock prices to forecast future trends. Utilized **diverse forecasting methods** and employed the **solver** tool to calculate **Root Mean Square Error**, analysed the optimal approach for accurate forecasting
- Worked on **Tableau** and prepared an interactive dashboard to show the complaints registered by credit card users in different regions as a part of the analytics project
- **Social Innovation Project** by Milestone NGO that aims to Empower women and children
- **New Product Development** As a part of marketing project performed market research to understand evolving customer preferences, introduced a hypothetical product under the product line of Britannia with new product development stages and crafted promotional strategies to promote the product

Skills and Certifications

- **Financial Modelling** Empowered by a transformative certification course on Internshala in 2023, as well as cultivated a dynamic skill set, poised to drive excellence in my endeavors
- **Business Stimulation Workshop** Completed a Business Management Course offered by Capsim Capstone, acquiring a hands-on experience in business management and strategic decision making.
- **International Finance** detailed understanding of foreign exchange markets, proficient in hedging techniques, and well-versed in foreign exchange derivatives.
- **Digital Marketing** Completed a Marketing Certification Course offered by Google Digital Unlocked in 2020, acquiring comprehensive understanding of digital marketing principles and best practices
- **Tally** certification course from Skytech Technology Kolkata, 2018
- **Technical Skills**- Tableau, MS Office Suite, Tally, Tableau(Basic)

Awards and Achievements

- Certificate of Participation in "Design your Business Workshop" by YUVA, 2022
- **Letter of Recommendation** by "My Captain" in Marketing and Advertising Workshop, June 2020
- Certificate of Participation at "Ecognite Dare 2 Compete" under the category of Aptitude Test & Guesstimate

Extra-Curricular Activities

- **Head Coordinator** - Led the Hall Management team at "ILMAISU FETE" and "Convocation Event", 2022
- **Executive Member** - Event planning in Business Design Club and enhanced the institute's social presence through Media Club
- **Research Assistance** - Provided Assistance to the SOBD admissions team for selection of 2023-25 batch