ANISHA SETHUMADHAVAN
anishas2108@gmail.com
9962553717 | **Age:** 24 | **Place:** Chennai

ACADEMICS				
Qualification	**Institute**	**Board/ University**	**Year**	**%/ CGPA**
PGDM(Marketing)	NMIMS (Narsee Monjee Inst of Mgmt studies)	NMIMS	2020	3.1/4
B.E.(ECE)	Sri Sairam Engineering College, Chennai.	Anna University	2017	7.8/10
XII & X	AMM Matriculation Higher Sec School , Chennai	State Board	2013,2011	90.4,87.4%

SKILLS & STRENGTHS	MS Office, Tableau ,SQL, Communication, Negotiation, Problem Solving, Multi-tasking, Networking with people, Attention to Detail, Customer Service & Open minded.

GE Healthcare, Chennai **(American Conglomerate into manufacturing & distribution of Medical Equipments)**		
	SALES TRAINEE	Sep 2020 – Present
ROLES & RESPONSIBILITIES	• Sales of Medical Equipment under Ultrasound Modality	

4 MINUTE MILE, Mumbai **(8 year old marketing enterprise which is into Consumer promotions, Direct Marketing & Digital Redemptions)**		
	BUSINESS DEVELOPMENT & ACCOUNT MANAGEMENT	Apr – May 2019
ROLES & RESPONSIBILITIES	• Established relationship with prospective brands like P&G, Sun-Pharma, Cipla etc. • Built sales pipeline, lead generation, client retention & maintained customer portfolio with methodological follow-ups. • Attended meetings, prepared customized presentations & devised customized business proposals. • Handled campaigns for existing clients along with cross-selling of more products.	

People for Animals, Bangalore **(Specialized in veterinary care, A voluntary organization)**		
	BRAND AWARENESS & DEVELOPMENT	Jan – Feb 2019
ROLES & RESPONSIBILITIES	• Cold calling & created awareness with schools and corporates against animal cruelty & held campaigns for the same. • Collected funds & donations to the tune of 10 lakh rupees in 1 week through outreach programs across city. • Created social media platforms and relevant contents for the organisation which they were unaware of.	

TRIP ADVISOR ,Chennai **(Leading American Online Travel Company)**		
	BUSINESS DEVELOPMENT & BRAND VISIBILITY	Aug 2018
ROLES & RESPONSIBILITIES	• Increased their customer base by adding 13 new hotels in 4 weeks with regular meetings. During the meeting explained the benefits of being part of Trip Advisor & got them on board. • Increased visibility for the above hotels using social media platform, SEO, keywords, improved website & increased platform engagement with customer reviews and feedback.	

KEY MODULES AND CERTIFICATIONS	
KEY MODULES (PGDM)	Sales & Distribution Management, Financial Accounting, Retail Management, Integrated Marketing Communications, Business Marketing, Supply Chain Management, Brand Management, Marketing Analytics, Customer Relationship Management (CRM), Pricing, Rural Marketing.
CERTIFICATIONS	• Six Sigma Green Belt 2019 • Google Analytics – Basic 2020

Bank of New York Mellon Corporation, Chennai (Leading American worldwide Investment Banking & Financial Services Company)	
ENGINEERING TRAINEE Jan – April 2017	
ROLES & RESPONSIBILITIES	• Co-ordinated with agile teams to diagnose and resolve the technical obstacles across financial and business applications by assessing the risks. • Re-engineered a feedback form application, and catered to the specific client requirements.

PROJECT - Engineering	
ACADEMIC	• Designed a Smart Electronic Voting System using Raspberry Pi & Finger 2017 print sensor on real time basis with data sent to cloud.

POSITION OF RESPONSIBILITY & EXTRA-CURRICULAR ACTIVITIES	
POSITION OF RESPONSIBILITY	• Secretary – NMIMS Bangalore Toastmasters Club 2019-2020 • Treasurer – Anveshan, Research Club, NMIMS Bangalore 2019-2020
ACHIEVEMENT	• 2nd place in District level Football Tournament. 2010 • School 1st in National Olympiad Competition 2011
INTERESTS	• Baking & exploring new places for food.
LANGUAGES	• English, Hindi, Tamil, Malayalam