

NARAYANAN KASI

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Summary: Masters graduate actively seeking full-time opportunities across roles and functions including and not limited to Strategy, Consulting, Business Intelligence, Analytics, Operations, Analyst and Sales.

EDUCATION

ESSEC BUSINESS SCHOOL

Advanced Master Strategy & Management of International Business (SMIB)

Major in Corporate Strategy, 14.39/20

Relevant Coursework: Corporate Strategy/Finance/Digital Transformation/Cross-cultural Management

- Awarded a **Scholarship** from ESSEC for the Advanced Masters programme in 2018.

Singapore

2018- 2020

NATIONAL INSTITUTE OF TECHNOLOGY TRICHY (NITT)

Bachelor of Technology in Production Engineering, 7.8/10

Relevant Coursework: Operations & Supply Chain Management/Six Sigma & Lean Manufacturing

Tamil Nadu, India

2013- 2017

PROFESSIONAL EXPERIENCE

ADEN Group

CRM Analyst Intern

Professional Dissertation Topic: *"How to optimize business opportunities by leveraging the CRM tool?"*

- Participated in B2B and negotiation meetings in Shanghai and Ho Chi Minh City along with senior management.
- Worked on CRM systems to generate leads for key ASEAN accounts.
- Streamlined processes to centralize data sets in accounts of CRM.
- Generated new partnership engagements by attending conferences, industry events and identified key points of contact within organizations via LinkedIn, email outreach, cold calling and networking.
- Identified potential solutions to business requirements by performing market research and competitor research.
- Generated reports by liaising with country managers of China and ASEAN.

Singapore

May 2019- Nov 2019

BEML LIMITED (Ministry of Defense, Government of India)

Management Trainee, R&D

- Got exposure to live projects in the excavator group by visiting the production facilities and made 3D model assemblies using **AutoCAD** and **Inventor**.
- Supervised a cross- functional team of 30 members and monitored the supply-chain management to increase the inventory load across track frame, roller and idler sections.

Bangalore, India

July 2017-Aug 2018

EXTRA CURRICULARS

- **Student Ambassador** of **ESSEC Business School, Asia Pacific** during the year 2018-19.
Proactively engaged as the liaison between the school and key stakeholders to provide valuable insights to aid the recruitment of prospective students.
- **Head of Infotainment**, Pragyan'17 (The International Techno-Managerial Festival of NIT Trichy).
Representing Infotainment, my team brought down international artists from Spain and Czech Republic managing a total budget of INR 1 Million.
- Volunteered at **The Joy of Giving Week** and served the in-mates of NGOs to provide food, clothing to the elderly.

ADDITIONAL INFORMATION

Languages: Conversational Proficiency in English, Native fluency in Tamil, Hindi, Telugu; Beginner in French

Software Skills: Excel, AutoCAD, Tableau, Google Analytics, SQL, Google ad words.

Interests: Cricket, Table tennis, Classical Music.

Social Media Tools: Exact energy CRM systems, Yammer, Hubspot, Planner.