

# Ganga Ramya Sri

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## SUMMARY

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Indian professional passionate about data and people. Excel wizard unafraid of numbers. My analytics courage is unmatched; numbers don't intimidate me; they inspire me to dig deeper. HR aficionado orchestrating recruitment and engagement. Master's in agribusiness from ITM University. My workplace strengths entrepreneurial drive, analytical thinking, Strong communication, and assertiveness make me a standout choice.

## EXPERIENCE

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### Project Associate Coordinator Intern

May '23 — Jul '23

ICAR -IIMR

Hyderabad , India

- As a project associate intern, I facilitated village meetings with FPOs, gathered customer data, and helped them join FPOs. I also identified client pain points and collaborated with business teams to enhance BODs.

### Marketing Intern

May '23 — Jul '23

Insipore Consultants

New Delhi

- Crafted compelling sales presentations and collaborated with senior team members to assess and mitigate risks. Conducted targeted campaigns via calls and emails, maintained the CRM system, and customized proposals for each client. Listed daily KPIs to address interns' weak points and foster learning.

### Equity Research Intern

Dec '23 — Jan '24

Millennium Money Finance

Delhi, India

- This program lets interns collaborate with experienced professionals. Quantitative research uses data to solve financial puzzles and guide investment decisions.

### PwC Switzerland Power BI Job Simulations

Hyderabad , India

PwC

- I recently completed PwC's virtual job simulation on Forage, where I learned to use Power BI more effectively. I created a Power BI dashboard for visualizing KPIs and metrics, confirming my passion for data visualization in diversity and inclusion. I'm excited to apply these skills at a company like PwC.

## EDUCATION

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### Master of Business Administration in Business Management , ITM UNIVERSITY

Sep '22 — Aug '24

Gwalior , India

## SKILLS

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**Marketing Skills** Market Research , Prospecting Skills, Digital Marketing , Content creation , Marketing Management

**Data Analysis and Interpretation** Correlation Analysis , Ms office , IBM SPSS Tool, Dashboard Builder, Regression Analysis

**Strategic Business Insights** SWOT Analysis, Market Analysis , Quantitative Research , Analytics

**Stakeholder Management and Engagement** Stakeholder Management , Stakeholder Engagement  
Persuasion , Relationship Building , Strong communication

## PROJECTS

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Assessing the impact of E-Commerce adoption platform on Agribusiness Marketing. [Link](#)

- A study examined the impact of e-commerce adoption, market demand, and consumer preferences on agribusiness marketing strategies using advanced statistical methods like regression, correlation, and reliability analysis to derive actionable insights.

Sales Strategy Development Project on UrbanKissan company

- Developed a sales strategy for UrbanKissan, including a SWOT analysis, customer profiling, and market segmentation.
- Pitched digital marketing, direct sales, and partnerships. Professors loved it ,high praise for creativity and feasibility.

## PUBLICATIONS

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Assessing the impact of E-Commerce adoption platform on Agribusiness Marketing

Jun '24

CERTIFICATIONS

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<b>Marketing Essentials Certificate Program</b> Cornerstone OnDemand Foundation(Nonprofitready.org)	Sep '24
<b>Completion certificate for creating charts and dashboards using Microsoft Excel</b> Coursera	Jul '24
<b>Received a certificate for the Power BI course for Beginners.</b> Simplilearn	Dec '23
<b>NISM-VA Series Exam (National Institute of Securities Market) Conducted</b> SEBI	Aug '23
<b>Organizational Behaviour course competition certificate</b> Great Learning	Jul '23