

Ganga Ramyasri

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SUMMARY

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

Project Associate Coordinator Intern

May '23 — Jul '23
Hyderabad, India

- As a project associate intern Conducted village-level meetings with FPOs (Farmer Producer Organizations) and large farmers groups and stakeholders.
- Collected data from the customers and made them join FPO so they could benefit from the FPOS.
- Worked closely with clients in identifying their pain points, and defining the problem specifications.
- Collaborating often with business and executive teams, translating the requirements, and enhancing BRDs.

Marketing intern

May '23 — Jul '23
Delhi, India

- Sales Pitch Mastery: Craft compelling sales presentations that showcase the company's offerings. Collaborated with senior team members to assess and mitigate risks. Teamwork makes the dream work, Outreach, and CRM.
- We have performed targeted campaigns through calls, emails, or carrier pigeons (okay, maybe not pigeons). Maintained the CRM system and its company's digital memory bank, Tailored Proposals: Customized proposals for each client.
- Listing out the daily KPIs of the interns by the team lead to address the weak points of the interns and made us learn from our mistakes

Equity Research Intern

Dec '22 — Jan '23
Delhi

- Joined as an Equity Research intern and received a certificate from Millennium Money Finance. This program allows interns to work closely with experienced professionals.
- Quantitative research involves using data-driven approaches to inform investment decisions, it's like solving financial puzzles with numbers.

EDUCATION

Master of Business Administration in Business Management, ITM University

Sep '22 — Jun '24
Gwalior, India

SKILLS

Sales and Marketing Skills Prospecting, Lead Generation, Sales Presentation, Negotiation, Closing sales, Digital Marketing, Market Research, Content Creation, Social Media Marketing

Data Analysis and Interpretation MS Office, Statistical Methods, Correlation Analysis, Data Analysis, Regression Analysis

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

Stakeholder Management and Engagement Stakeholder Management, Stakeholder Engagement

Effective Communication and Presentation Communication, Persuasion, Relationship Building

PROJECTS

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

- A detailed study was conducted examining the impact of e-commerce adoption, market demand, and consumer preference on agribusiness marketing strategies. Advanced statistical methods, including regression analysis, correlation analysis, and reliability analysis, were used to derive actionable insights.

Sales Strategy Development Project on UrbanKissan company

- Developed a comprehensive sales strategy for a hypothetical product as part of a class project.
- Conducted a SWOT analysis to identify strengths, weaknesses, opportunities, and threats of the organization.

- Created detailed customer profiles and segmented the market for targeted outreach.
- Proposed sales tactics including digital marketing, direct sales, and partnerships.
- Presented the strategy to a panel of professors and received high commendations for its feasibility and creativity.

CERTIFICATIONS

Completion certificate for creating charts and dashboards using Microsoft Excel

Coursera

Jul '24

Organizational Behaviour course competition certificate

Great Learning

Aug '23

PUBLICATIONS

Research Paper: Topic: Marketing

E-commerce Adoption: Identified a modest impact of e-commerce adoption on agribusiness marketing, indicating areas for digital strategy enhancement.

Market Demand: Demonstrated a moderate positive correlation between market demand and agribusiness marketing, emphasizing the importance of market responsiveness.

Consumer Preference: A moderate positive correlation between consumer preference and agribusiness marketing, highlighting the need for continuous market research and adaptation.

Reliability Assurance: Achieved moderate reliability and consistency in data collection through Cronbach's Alpha analysis.

Strategic Recommendations: Provided recommendations for enhancing digital infrastructure, aligning marketing strategies with market demand, and adapting to consumer preferences.

Presentation: Successfully presented findings