

VISHNU PRASAD

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PROFILE SUMMARY

Dynamic MBA graduate with a dual specialization in Finance and Marketing, equipped with a comprehensive understanding of financial management and market dynamics. Proven ability to analyze financial data and market trends to drive strategic decision-making. Skilled in financial modeling, budgeting, and investment analysis, complemented by a strong grasp of consumer behavior and marketing strategies. A proactive team player with excellent communication skills, eager to contribute innovative solutions that enhance financial performance and support business growth.

EDUCATION

- HAPPY VALLEY BUSINESS SCHOOL ,COIMBATORE, ANNA UNIVERSITY 2022- 2024
MBA in Finance And Marketing
- SREE KERALA VARMA COLLEGE ,THRISSUR,CALICUT UNIVERSITY 2017- 2020
BSC Mathematics

PROFESSIONAL EXPERIENCE

- INTERN AT EXIDE INDUSTRIES LIMITED KOCHI (AUG - OCT 2023)**
CLIENT RELATIONSHIP MANAGEMENT: Developed and maintained strong relationships with clients, resulting in increased customer loyalty and repeat business.
MARKET ANALYSIS: Conducted market research to identify new business opportunities and understand competitive landscape, leading to informed sales strategies
- INTERN AT PANTALOONS RETAIL OUTLET BY BIRLA GROUPS COIMBATORE (MARCH - APRIL 2023)**
DATA ANALYSIS AND REPORTING :Analyzed sales data and customer feedback to make informed decisions about product placement and promotions. Developed skills in interpreting data trends, which is valuable for financial forecasting and reporting.
CASH HANDLING AND FINANCIAL TRANSACTIONS : Managed cash registers, processed transactions, and balanced cash drawer providing a foundational understanding of financial processes.
- UNDERWENT AN EMPLOYABILITY LIFE SKILLS TRAINING PROGRAMME**
offered by rubicon skill development pvt ltd pune from march 27 to 29 ,2023 at happy valley business school, coimbatore

ACHIEVEMENTS

- BEST FINANCE MANAGER AWARD OF HAPPY VALLEY BUSINESS SCHOOL** 2022-2024
Awarded as the best finance manager at the management fest conducted by happy valley Business school coimbatore
- ED (ENTREPRENEURSHIP DEVELOPEMENT) CLUB OF HAPPY VALLEY** 2022-2024
Member of ED Club coimbatore happy valley Business school
Worked as a volunteer for Art Street conducted YI Coimbatore for 2 days
- NATIONAL SERVICE SCHEME (NSS)** 2017-2020
Member of national service scheme unit 41 at sreekeerala varma collage
selected as the secretary of nss unit 41 at sree keralavarma collage
- CERTIFICATE OF COMPLETION**
I Have successfully completed certification course on PROFESSIONAL BUSINESS COMMUNICATION during aug - nov 2023
I Have successfully completed certification course on MS EXCEL FOR DATA ANALYSIS during aug - nov 2023

PROJECTS

- A study to measure market potential and customer buying motive with reference to Himalaya drug company
- A study on Cayley diagram and Hamilton path project
- A study on advertising effectiveness of Oppo mobile phone among with special reference to Thrissur town

LANGUAGES

ENGLISH | MALAYALAM | HINDI | TAMIL