

Alefiya Bhatia
20 | Female | IMNU | Major-Finance | Minor- Marketing

ACADEMIC ACHIEVEMENTS			
MBA	2023-2025	Institute of Management Nirma University, Ahmedabad	
BBA	2020-2023	Institute of Management Nirma University, Ahmedabad	75.00 %
XII CBSE	2019-2020	St. Mary's School, Dahod	95.60 %
X CBSE	2017-2018	St. Mary's School, Dahod	84.16 %
<ul style="list-style-type: none"> Completed Business Analyst Course from Finlatics – May 2023 Completed Bloomberg Certification in “Equity Valuation” from Bloomberg -July 2023 Presented Research Paper on “Student's perception about class participation in online and offline classes at the undergraduate level” in NICOM - Jan 2023 			
WORK EXPERIENCE			
AURITA ELECTRIC UTILITIES			Apr 2023 - Jun 2023
Executive Assistant	<ul style="list-style-type: none"> Restructured the organization chart, enhanced operational efficiency through the implementation of ZOHO One Software, and expanded the dealership network with a strong Pitch Presentation 		
ADITYA BIRLA CAPITAL Ltd			May 2022 - Jun 2022
Marketing and Finance Trainee	<ul style="list-style-type: none"> Attended a risk profiling training session and learnt about various financial terminology and the ABC Sales Buddy app 		
PECT International -NGO			Jun 2021 - Jul 2021
Marketing and research Intern	<ul style="list-style-type: none"> Engaged in rural education and research & worked as social media advocate for an NGO amplifying awareness via Instagram and Facebook 		
EXTRA-CURRICULAR ACHIEVEMENTS			
Co-Founder Browniepoint2021 2021-presents	<ul style="list-style-type: none"> Fssai Registered 2023 with 2.5 K Followers on Instagram Managed a budget of more than Rs. 200K, working with more than 20 small businesses through contests, expanding reach by 25%, and cooperating with Zomato to increase sales by 20% A diverse product selection of 100+ goods across 10+ categories and 30+ flavors was produced, along with the processing of 2000+ orders worth more than Rs. 600K 		
Sports	Football	<ul style="list-style-type: none"> Secured 1st position at the district level organized by Khel Mahakumbh in 2019 	
	Volleyball	<ul style="list-style-type: none"> Secured 1st position in Invictus 3.0 conducted by Khel Nayak Committee -IMNU in 2023 	
Quizzes	<ul style="list-style-type: none"> Secured 3rd position in It's All in It (Media Knowledge and Marketing Skillset competition) conducted by the Media Committee of IMNU in 2023 		