## Garima Agrawal



| 20   I | Female | IMNU | Majors – | Finance | Minors – Marketing |
|--------|--------|------|----------|---------|--------------------|
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|  | AC   | CADEMIC ACHIEVEMENTS                   |                     |  |  |  |  |  |
|--|--|--|---------------------|--|--|--|--|--|
| MBA  | MBA 2023-2025 Institute of Management, Nirma Universit   |  |                     |  |  |  |  |  |
| BBA  | 2020-2023  | Institute of Management, Nirma Univers | sity 77.77 %        |  |  |  |  |  |
| XII   CBSE   | 2019-2020  | Delhi Public School Bopal, Ahmedaba    | d 94.40%            |  |  |  |  |  |
| X   ICSE   | 2017-2018  | Delhi Public School Bopal, Ahmedaba    | d 87.40 %           |  |  |  |  |  |
| Completed a BMC certification from Bloomberg.  |  |  |                     |  |  |  |  |  |
| INTERNSHIP   |  |  |                     |  |  |  |  |  |
| Theka Coffee Apr 2023 – Ju   |  |  |                     |  |  |  |  |  |
| Financial Reporting<br>of FOFO, ROI• Worked on FOFO model of the company<br>• Prepared Financial reports of the franchise outlets using first hand data and analysed it<br>• Prepared ROI plan, calculated Capex and Budgeted P&L statement<br>• Competitor Analysis |  |  |                     |  |  |  |  |  |
| Sunflowee Biztech May 2022 – Jun 20  |  |  |                     |  |  |  |  |  |
| Content<br>Optimization and<br>Research  | <ul> <li>Worked on Search Engine Optimization, Keyword Analysis</li> <li>Competitor Analysis</li> <li>Curated content for the company's website, brochures etc.</li> </ul> |  |                     |  |  |  |  |  |
| HSR- Re- Active Jun 2021 – Jul 2   |  |  |                     |  |  |  |  |  |
| Maintaining social<br>media profiles• Created flyers, posters, reels for company's social media page• Content Writing<br>• Handled the social media handles of the company and hosted podcasts and live videos   |  |  |                     |  |  |  |  |  |
|  |  | Invincible NGO                         | Apr 2021 - May 2021 |  |  |  |  |  |
| <ul> <li>Worked on Search Engine Optimization, Keyword Analysis</li> <li>Competitor Analysis</li> <li>Curated content for the company's website, magazine etc.</li> <li>Wrote content for the social media handles of the NGO</li> </ul>                             |  |  |                     |  |  |  |  |  |
|  | PO   | SITION OF RESPONSIBILITY               |                     |  |  |  |  |  |
| Student Welfare<br>Committee, IMNU• Member of Student Welfare Committee, IMNU (2023-25)• Responsible for developing, reviewing, and evaluating plans and setting a direction for student<br>affairs  |  |  |                     |  |  |  |  |  |