**NIRBHAY ARORA**

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Successfully completed Bachelors of Business Administration from Indraprastha University, Delhi. I have always admired the value of experiential learning and believe in constantly garnering new skills. I prefer taking up the most challenging roles and I am extremely passionate about my work. Short term goal is to use my entrepreneurial, analytical and leadership outlook in the field of Marketing to help businesses grow further.

# PROFESSIONAL EXPERIENCE

## Manager, Corporate Relations, AIESEC in Delhi IIT January’17-December’17 (1 Year)

* Managing **Customer Relations** and **providing HR Consultancy services to** over 185 multi scale companies.
* Focused on building a Membership body with over **8 team members** as part of the **Managerial Body**.
* Successfully delivered the highest number of Corporate Student Exchanges from over **50** countries in the AIESEC Global Network while ensuring over **85% customer retention, over 55 new customers on-board** and **effective quality control**.
* Successfully organized and delivered a 3 days leadership development conference with over **100**

participants.

* Facilitated over 5 Conferences for leadership development, formulating strategies enhancing operational knowledge with over **120** participants.
* Building **International relations** in over **122** countries.
* Completed the term as part of **Finance Support Team with 100% financial transparency and accounting**

and **Recruitment Organizing Committee**.

* Organized one of the largest social events called **Global Village** as the **Vice President, Sales, Finance and Legalities** at Pacific Mall, New Delhi as part of the organizing committee.

# INTERNSHIPS

## Business Development Intern, OYO Hotels and Homes Pvt. Ltd. March’20-June’20 (3 Months)

* Understand different products offered by OYO LIFE.
* Find different lead generation channels.
* Understand lead conversion.
* Understand property onboarding process.
* Understand the cost structure of OYO LIFE.
* Understand customer retention and customer management.

## Diversity and Inclusion, PwC India September’18-November’18 (3 Months)

* Created Global people survey report for PwC India and analysed the data of over 34000 employees.
* Created Diversity and Inclusion page to be included on PwC India website which included content writing and data fetching.
* Did Global D&I analysis and Budget and workforce for PwC global.
* Organized HeForShe event for PwC India.

## Net Banking Intern, HDFC Bank. July’18-August’18 (2 Months)

* Trained and Briefed customers regarding Net banking services of HDFC Bank.
* Interacted with customers in order to aware them regarding Net banking.
* Did a survey on a sample of 100 people to determine the strengths and weakness of Net banking system

# EDUCATION

## ICFAI Business School, Hyderabad

Currently pursuing MBA in Marketing (2019-21)

## Maharaja Surajmal Institute, Indraprastha University, New Delhi

BBA | General (2019)

## Modern Convent School, New Delhi

Higher Secondary School (2016)

# ACHIEVEMENTS

Highest performance award for Best member and Team Leader for delivering the highest number of Corporate Student Exchanges during my Tenure in AIESEC.

Acting Sustainably Leadership Value award. Awarded for Best Human Values in 11th standard.

Secured 1st place in Table Tennis State Championship. Secured 1st place in Marketing club event at IBS Hyderabad.

Secured 2nd Place in Table Tennis tournament at IBS Hyderabad.

Anchored for multiple events at IBS Hyderabad

# SKILLS

MS Excel (Intermediate)

MS PowerPoint (Intermediate) Digital Marketing (Beginner) Keynote

Adobe Photoshop (Beginner)

# INTERESTS

Model United Nations (MUN) Debating

Public Speaking

Swimming, Meditation, Table Tennis, Badminton.

# LANGUAGES

English (Advanced) Hindi (Native)

# QUALITIES

of HDFC bank.

* Made a Project report based on the survey to provide SWOT analysis, Findings, Conclusion and Recommendations of the study.

# PROJECTS AND EVENTS

* Supply Acquisition and Customer Retention of OYO life.
* Customer Satisfaction on Marketing Strategies of Vodafone.
* Net Banking services of HDFC Bank.
* Global People Survey, PwC India.
* Global D&I Budget report, PwC Global.
* Organized October Local Conference 2017 for AIESEC in Delhi IIT
* Organized Global Village 2017 at Pacific Mall Delhi For AIESEC in Delhi IIT
* Organized DUMUN 2019 at Shaheed Sukhdev College.
* Organized HeForShe Event for PwC India.
* Organized Entrepreneurship Summit for Maharaja Surajmal Institute.
* Organized Mock GDPI 2019 at IBS Hyderabad.
* Organised IBSAF Best internship Awards 2019 at IBS Hyderabad.
* Organised various Alumni meets at IBS Hyderabad.

Team Player Self-motivated

Solution Oriented Effective communicator Integrity

Self-aware Ambitious Optimistic

# CO-CURRICULAR ACTIVITIES

Member, Theatre Society, MSI Delhi

Placement Coordinator, Placement Cell, MSI Delhi Sponsorship Head, DUMUN 2019

Joint Secretary, Alumni Relations Cell, IBS Hyderabad Executive Member, VAPS Sports Club, IBS Hyderabad