



**Name:** Rishabh Arora

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**Career Objectives:** Taking one step ahead every time to build my own path for success.

ACADEMICS	Year	Degree/Qualification	University/Board/School, City	Percentage
	2019-2021	PGDM – Marketing and Operations	New Delhi Institute of Management, New Delhi	65.00 (1 <sup>st</sup> Semester)
	2015-2018	BBA(Gen)	University Of Petroleum And Energy Studies, Dehradun	70.40
	2012	12 <sup>th</sup> (Senior Secondary Examination)	Adarsh Public School, New Delhi	69.00
	2010	Higher Secondary Examination	Adarsh Public School, New Delhi	60.00

PROJECTS/ TRAININGS UNDERTAKEN	<u>Summer Internship Project</u>	<b>Company: ICICI Bank</b> <b>Location: New Delhi / WFH</b> <b>Project Title: leveraging digital channels to enhance customer experience and analyze micro-market</b>
	25 <sup>th</sup> May -6 <sup>th</sup> Jul 2020	<ul style="list-style-type: none"> <li>Enhancing Customer experience towards digital channels</li> <li>Understood the consumer behavior, their pre and post investment behaviour.</li> <li>Collecting information of local market and analyzing the market</li> </ul>
	<u>Live Project</u>	<b>Company: Colgate</b> <b>Location: Delhi, Jank-Puri Unity one mall</b>
	18 <sup>th</sup> Jan-26 <sup>th</sup> Jan 2019	<ul style="list-style-type: none"> <li>Looked after sales of Colgate products during the big days of bigbazaar</li> <li>Understood the consumer behavior dynamics sales process of FMCG</li> </ul>
	<u>Internship During Graduation</u>	<b>Company: Bafna Health care pvt ltd.</b> <b>Location: Faridabad</b>
	1st May 2017-30th June 2017	<ul style="list-style-type: none"> <li>Collected information for the sales</li> <li>Visited various hospitals for the requirement of machines</li> <li>Inventory and stockmanagement</li> </ul>

EXTRA CURRICULAR & ACHIEVEMENTS	Achievements	<ul style="list-style-type: none"> <li>Active Member of NDIM Pool team 2019-2020</li> <li>1<sup>st</sup> position in 8 ball pool inter college tournament organized by NDIM</li> <li>1<sup>st</sup> position in 8 ball pool tournament SPARDHA organized by Ndim</li> </ul>
	Technical	<ul style="list-style-type: none"> <li>Microsoft Office</li> <li>Data Visualization with Tableau</li> <li>SPSS</li> </ul>
	CSR	<ul style="list-style-type: none"> <li>Worked with Deepalya for betterment and education of girl child</li> </ul>
	Certification	<ul style="list-style-type: none"> <li>Excel – Essential for business</li> </ul>

