

MANJARI GUNASEKARAN

Coimbatore, India

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SUMMARY

A highly organized, hard-working individual seeking a responsible entry-level position where I can put in knowledge gained throughout the study to enhance organizational and personal career growth. Also, capable of communicating things clearly, negotiating effectively and better at multi-tasking.

EDUCATION

JUNE 2022

BCOM– INTERNATIONAL BUSINESS: SRI RAMAKRISHNA COLLEGE OF ARTS AND SCIENCE, COIMBATORE.

- Secured CGPA of 70%
- Exposed to different areas of business - Supply Chain Management, Inventory Control and Business Ethics.

APRIL 2019

HSC – CHANDRA MHSS, COIMBATORE. [SCORE - 70%]

APRIL 2017

SSLC – VIMAL JYOTHI CONVENT MHSS, COIMBATORE [SCORE - 80%]

ACADEMIC PROJECT

A Study on Awareness on International Skin Care Brands

Performed research on the international skin care brands and the awareness of individuals towards them. Using the primary data collected, performed percentage analysis to bring out the conclusions stating how far young individuals are aware of the existence, usage, and benefits of international skin care brands. Also, rolled out suggestions for the marketers to promote the international skin care brands and keep them differentiated from the other local brands.

SKILLS AND TOOLS

- Industry Research
- Data Collection and Analysis
- Documentation
- Negotiation
- Procurement
- MS Excel
- MS Word

ONLINE COURSES AND CERTIFICATIONS

- “Marketing in Digital World” by Coursera.
- “Foundations of Business Strategy” by Coursera.
- “Fundamentals of Digital Marketing” by Google.
- “Fundamentals of Insurance” by Swayam.
- “Data Science Foundations” by Great Learning.