Bindu Chandra Shekhar Mishra
Male, 27 Years

PROFESSIONAL EXPERIENCE

Tarnea Technology Solutions	Business Analyst	May 2019-Till Now

- Extensive experience in developing Use Cases, creating Screen Mock-ups, conducting Gap Analysis and Impact Analysis, SWOT analysis, Cost Benefit Analysis, Risk Analysis.
- Responsible to Track, Document, Capture, Manage and Communicate the Requirements using Requirement Traceability Matrix (RTM) which helped in controlling numerous artefacts produced by the teams across the deliverables for a project.
- Demonstrate a broad perspective in relating to Client interaction for both Technical and Business Requirement Specification

Amdocs Pune	Software Engineer	December 2013-March 2017

- Led solution teams , prepared high level design and API Interface designs, conducted peer review and code inspection
- Performed detailed Design and Coding tasks during the Development phase, supported all phases of SDLC
- Provided mentoring and knowledge transfer of complex business functionalities to new team-members

MANAGEMENT TRAINEESHIP SEGMENT (MTS)

	Oct 2018 – Dec 2018
Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF)	**8 Weeks**

Title: To Devise a Marketing and Distribution Strategy for AMUL Small Packs
- Studied distribution model of Haldiram, Balaji Wafers, Real Namkeen, Gopal Namkeen by interacting various players in channel
- Compared Sales Strategy ,margin structure, incentives offered and beat structure of the companies calculated ROI for distributors
- Interacted with 52 distributors, 10 Sales managers calculated monthly and yearly ROI for the distributor and vehicles
- Orchestrated a financially viable marketing strategy for Amul ambient and chocolate line products for Amul small packs

DEVELOPMENT INTERNSHIP SEGMENT (DIS)

	May 2018 – Jul 2018
SIDDHIVINAYAK AGRI PROCESSING PVT LTD ,Pune	**7 Weeks**

Title: Refining and implementing the portal to enroll suppliers. Analyzing potato supply chain process and SHG bank linkages
- Identified the gaps in current portal and mobile apps, recommended changes. Formulated dashboards for business decisions
- Pitched portal to 45 potato cold storages and 10 SHG's, generated 37 direct lead and 5 cross leads and enrolled 35 of them
- Formulated strategy for commodity financing for Madhya Pradesh and Gujarat by understanding the "Karnataka Model"

ACADEMIC PROJECTS

Brand Management	**Title**: How Amul is able to sustain its strong brand equity with low advertising budget? - Analysed marketing campaigns of Amul focussed on gender, youth and national icons, Assessed brand equity - Created annual marketing calendar for Amul topicals keeping in view the general election of India 2019
Agribusiness	**Title**: Making a Procurement Strategy for Sugar - Assessed the Category Spend Analysis for the sugar, Identified Quality Requirements, Enlisted Supply Channels - Developed sourcing strategy and sourcing plan using strategy staircase
Marketing Research And Analytics	**Title**: Smartphones: Changing the Digital Landscape of India - Exercised Qualitative and Quantitative research with methods like ZMET, K-means Clustering, PCA - Designed product modifications to digitally transform local vernacular newspaper to mobile app
Marketing Management	**Title**: Marketing plan for nutritious morning tea 'Fitsip' - Analysed market need, Competitor Analysis, Consumer Behaviour and key Channel Players - Performed STP, SWOT analysis, 5 P's, Branding, Demand Estimation, Sales Forecast, Costing - Examined market feasibility of product in markets of Anand, Ahmedabad and Vadodara

ACADEMIC QUALIFICATIONS

Degree	Year	Institute/University	Percentage/CGPA
PGDRM	2019	Institute of Rural Management Anand	66.65%
B. Tech (I.T.)	2013	Raj Kumar Goel Institute Of Technology, Ghaziabad	69.74%
HSC (Science)	2009	Guru Har Rai Academy, Kanpur(ISC)	84.00%
SSC	2007	Guru Har Rai Academy, Kanpur(ICSE)	83.40%

POSITION OF RESPONSIBILITY

		YEAR
IRMA	- Served as campus ambassador for various events (Varchasva, E-summit, E-cell)	**2018**
	- Served as Core Committee member at iSEC(IRMA Social Entrepreneurship cell)	**2017**

ACHIEVEMENTS AND ACTIVITIES

		YEAR
Academic	Completed NCDEX Commodity Certification, Six Sigma Green Belt Certification	**2018**
Professional	Awarded special performance appreciation by manager for 'Single View' contribution	**2016**
Competitions	Runners-up in IIM Shillong Marketing Competition 'Inglorious Barters:'	**2017**
Community Service	Mentored a child under "Mentor Together" volunteer program	**2014-17**
Co-Curricular Activities	- Member of NISHADYA (Marketing Club),Volunteered in Anand Run and MILAAP - Organised EDIT carnival festival at Amdocs	**2018** **2016**

KEY SKILLS

Technical	Balasmiq, Axure RP 9,R studio, Tableau, SPSS, SAS, Android Application Developer, Digital marketing ,MS-Office,SQL,Java Programming,
Personal	Inquisitive, Quick Learner, Adaptive, Team Player, Creative Thinker, Empathetic