RIPUNJAI AWASTHI

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ACADEMIC PROFILE

PGDM Marketing with Business Analytics	Jagdish Sheth School of Management (JAGSoM), Bengaluru	2025
B.Sc	Dr. Vishambhar Singh Pratap Singh Mahavidyalaya, Kanpur	2021
Class XII (ISC)	Dr. Brij Kishori Dubey Memorial School, Kanpur	2018
Class X (ICSE)	Dr. Brij Kishori Dubey Memorial School, Kanpur	2016

AREAS OF STUDY

Campaign performance tracking, Digital Marketing, Sales and Service, Market Research, Marketing Analytics, Managing Online Store, Proficiency in Business Tools, Key Account Management, Customer Experience, UI-UX Design, CRM, Market Trend Analysis.

WORK EXPERIENCE   1 year-1 months

Leenzai HealthCare, Chandigarh	Area Sales Manager	September 2021 –September 2022

- Develop and execute data driven sales strategies, lead, train and motivate teams, cultivate relationships with healthcare stakeholders, monitor performance, and identify opportunities for market expansion to achieve revenue targets in the designated area.
- Achieved a 20% increase in sales within the designated area and expanded the market presence by onboarding new clients.

ACADEMIC PROJECTS

Request for Problem (CASIO)

- Conducted a comprehensive survey with delivery partners to analyze customer return behaviors, identifying key issues with the return of counterfeit and used products, particularly in the luxury watch segment.
- Proposed and developed countermeasures for CASIO, including weight verification and the introduction of tamper-evident stickers, aimed at reducing counterfeit returns and protecting product integrity.

Managing Online Store Project (Momentum Pro)

- Developed and managed Momentum Pro, an online store for performance-driven sportswear, focusing on user-friendly web design and high-quality sports t-shirts.
- Implemented digital marketing strategies, achieving a 3.62% CTR through Google Ads and SEO optimization via Google Search Console enhancing customer acquisition and retention.

Design Thinking (Glowroad.com)

- Implemented the data driven strategies focusing on store layout optimization, product placement, and personalized assistance, successfullyfocused on boosting GlowRoad.com customer satisfaction by 25% within 3 to 4 months timeline.

Volunteering and Social Works

- Assisted in the Spring shed Project, focusing on water conservation and rainwater harvesting initiatives in the Wayanad region.
- Collaborated with a team to construct rain sheds, ensuring sustainable water sources for local communities affected by seasonal water scarcity.
- Contributed to planning and on-ground execution, helping improve the water supply system for agricultural purposes and domestic needs in the area.

ACHIEVEMENTS

Finalist, AdRush Competition, WeSchool Mumbai, All-India Top 20

- Conceptualized and presented an innovative brand extension for Starbucks—'Starbucks Salon merging the coffee culture with a premium selfcare experience. Utilized comprehensive brand management strategies and principles, resulting in top 20 national finalist placement among over 100 teams.

CERTIFICATIONS

Marketing Analytics	Infosys	2024
Market Research and Consumer Behavior	IE Business School (Coursera)	2024
Branding and Customer Experience	IE Business School (Coursera)	2024
Leadership Skills	Indian Institute of Management Ahmedabad (Coursera)	2023
Google Ads - Measurement Certification	Google	2023

POSITIONS OF RESPONSIBILITY

Jagdish Sheth School of Management, (JAGSoM) Bengaluru	**Member of Alumni Committee** - Coordinated alumni events and networking opportunities, fostering strong connections between current students and graduates to enhance career support and community engagement. - Assisted in the development and execution of alumni outreach programs, increasing participation and strengthening relationships within the alumni network. - Collaborated with alumni and university administration to organize mentoring sessions, workshops, and fundraising activities, contributing to the growth of the alumni community.
SKILLS	Google Search Console, Communication, ads optimization, Google Analytics, Google Ads, MS-Excel, PowerBI, SPSS, Shopify, Figma,Hot Jar, Statista, Territory Management,