**K Ayyapparaja**

**Reg. No: 19MBA0037**



**Address:** 2/42 , Veerarpatti, Appayanayakanpatti post, Virudhunagar district - 626204.

**Mobile :** 9629203573

**Email :** ayyapparaja.ak@gmail.com

**LinkedIn URL:**[**https://www.linkedin.com/in/ayyappa-raja-669667100/**](https://www.linkedin.com/in/ayyappa-raja-669667100/)

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| **Statement of Purpose / Career Objective** | | | |
| “To be a successful and well skilled person in marketing and operational field and also want to apply my knowledge for the growth of my future company.” | | | |
| **Academic Qualification** | | | |
| **Qualification** | **Institute Name** | **Year of Passing** | **Percentage** |
| MBA (Marketing and operation management) | VIT University | 2021 | 8.2 |
| UG | National Engineering College | 2018 | 6.7 |
| HSC | Vidhya Vikas Boys higher secondary school | 2014 | 76% |
| Class X | MCNUPDA Higher secondary school | 2012 | 84.8% |
| **Additional Academic Qualification - Professional certification** | | | |
| Course Name | Certified by | Duration From-to | Outcome |
| Project Management | IPMA- International project Management Association | 2019 – 2020 |  |
| Digital Marketing | Udemy | 2019 – 2020 | Tactics to target customer through online. |
|  |  |  |  |
| **Internship Project** | | | **2 Months** |
| **Research Paper:** A study to find marketing and sales strategy of FMCG small medium enterprises in Indian scenario | | | |
| * To find the preference of the customer towards the purchase of the peanut chikki. | | | |
| * To find the preference of the sales of the small medium enterprises in south region. | | | |
| **Work Experience** | | | |
| Company Name | Work Portfolio | | From - to |
|  | Nil | |  |
| **Live - Projects Pursued / Consultancy** | | | |
| Project title | | Course | Duration |
| A study of sales executive towards FMCG  and health care | | Advance selling and  Negotiation skill | 2019- 2020 |
| A study of procurement management  facing issue in logistics  Reducing the heat using geothermal polymer in vehicles | | Project  Management  Entrepreneurship | 2019 – 2020  2019 – 2020 |
| **Projects Pursued (J-Comp)** | | | |
| Project title | | Course | **Duration** |
| Strategic analysis of Goldman Sachs  Research Paper on traditional shopping  vs online shopping | | Strategic Management  Business Research  Method | Oct 19 – Dec 19  Oct19 -Dec19 |
| **Capstone Project** | | | **Duration** |
| Title & Company | | | From - to |
| Nil | | | |
|  | | | |
| **Positions of Responsibility** | | | **Duration** |
| Position | Role |  | From - to |
| Business Quiz | Organizer |  | Jan 20 – Feb20 |
| **Skills** |  |  |  |
| Technical | Proof of work | Managerial | Proof of Work |
| MsExcel | Certificate issued by Udemy |  |  |
| Academic Achievements | | | |
|  | | | |
| * Won first prize in Ideathon competition conducted by Bulls & Bears club and VIT Business school. * Participated in start-up week event conducted by VIT business school. * Participated in marketing event conducted by IBA institute in Bangalore. * Attended national workshop on research in composite materials and welding technology at Sri Krishna College of Engineering and Technology, Coimbatore. * Participated in business plan conducted by SAEINDIA student convention 2015 college level. * Attended 3 days entrepreneurship awareness camp sponsored by national science and technology entrepreneur ship development board and department of science and technology new Delhi during 12-14 July 2017. * Completed 1-week internship training at royal Enfield – manufacturing departments, Thiruvottiyur. * Completed 2 week In plant training at Sri Ganesh Engineering, Coimbatore. | | | |
|  | | | |
| Other Achievements | | | |
| * Participated in karate competition in zonal level. * Participated in hockey match in zonal level. * Won 1st prize in hockey match in NEC kovilpatti. * Won 1st prize in handball in NEC kovilpatti. * Completed the diploma course in yoga for youth empowerment during the period June2016-april2017 | | | |
| |  |  |  |  | | --- | --- | --- | --- | | **Language Proficiency** | | | | |  | Read | Write | Speak | | English | Yes | Yes | yes | | Tamil | Yes | Yes | Yes | | Telugu | No | No | Yes | |  |  |  |  | | | | |