Arshiya Amanda Broadway

**Reg. No: 19MBA0045**

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|  **Statement of Purpose / Career Objective**  |
| To work in a rewarding and challenging position in a company that will give opportunities for my professional as well as my personal growth. |
| **Academic Qualification** |
| **Qualification** | **Institute Name** | **Year of Passing** | **Percentage** |
| MBA (Marketing & HR) | Vellore Institute of Technology (VITBS) | 2021 | 9.15 CGPA |
| UG (Human Resource) | Christ University, Bangalore | 2018 | 7.57 CGPA |
| HSC | St. Mary’s Convent | 2015 | 73% |
| Class X | St. Mary’s Convent | 2013 | 78% |
| **Additional Academic Qualification - Professional certification** |
| Course Name | Certified by | Duration | Outcome |
| Digital Marketing | Internshala | - | Certificate |

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| --- | --- | --- | --- |
| SPSSFinancial Modelling and valuationPsychology at Work | UdemyInternshalaThe University of Western Australia | --- | CertificateCertificate Certificate |
| Commodity and Derivatives market | Christ University |  | - | Certificate |
| **Work Experience** |
| Company Name | Work Portfolio |  | From - To |
|  | NA |  |  |  |
| **Internship Project** |  |  |  | **2 Months** |
|  | NA |  |  |  |
| **Live - Projects Pursued / Consultancy** |
| Project title |  | Course | Duration |
| Human Capital PlanningResearch paper on the risk of MSG on the purchase behaviour of the consumers | Human Capital PlanningConsumer behaviour | May 2020 - June 2020May 2020 - June 2020 |
| Entrepreneurial skills and activities | Entrepreneurship | February 2020 –July 2020 |
| Entrepreneurship Development Report | Internship |  |
|  |  |  | May 2020 – June2020 |

Duration

Course

Project title

**Projects Pursued (J-Comp)**

Strategic development for Infosys

Strategic

Management

Industry review project

Entrepreneurship Development Report

Work-Life balance of College Professors

Dietary preferences of youth in Bangalore

Industry performance Research

Entrepreneurship development

Business Research Methods

Business Research Methods

November 2019 -

January 2020

July 2016 -

September 2016

November 2017–

February 2018

October 2016 –

December 2016

|  |  |  |
| --- | --- | --- |
| Research analysis On Netflix India | Business ReseaMethods | rch October 2019 –December 2019 |
| **Capstone Project** |  | **Duration** |
| Title & Company |  | From - to |
| NA |  |  |
| **Positions of Responsibility** |  | **Duration** |
| Position Role |  | From - to |
| Event Head of Invictus Organising and 2020 managing varioustechnical andbusiness events |  | November 2019 –February 2020 |

|  |  |  |
| --- | --- | --- |
| Co-founder | Damgo Store | June 2017-February 2018 |
| Intern at YOMA Solutions | Recruiter | April 2017 - May 2017 |
| Academic Achievements |
| Won 1st position in Ideathon event conducted by VITBS.Presented a paper on “Women Entrepreneurs in India” in a seminar conducted by SRM University, Chennai.Attended a workshop on Neuromarketing.Participated in a fest, Abhikrama, conducted by Christ University Hotel management Association.Participated in the college fest, Vistas, conducted by Christ University.Certificates awarded for participation in various online quizzes conducted by universities |
|  | Other Achievements |  |
| Volunteered for an NGO, Desire Society, and successfully raided 4k for the children’s education.1st prize holder of Dress designing competition in School Won 3rd prize for face Painting competition in School Won 2nd prize in Rangoli competition in collegeHead of decoration committee. Designed a logo for an Inter-school fest.Attended an international conference on Green technologies for sustainable ecosystem and Trade show.Ran a marathon to support Specially-abled children. Own a food blog.Performance of Yoga for national level audienceParticipated in a cultural fest, Blossom, conducted by Christ University. |

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| **Language Proficiency** |
|  | Read | Write | Speak |
| English | Yes | Yes | Yes |