

Puru Jain

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EDUCATION			
Degree/Qualification	Institution	CGPA/Percentage	Year
MBA (Expected April 2025)	Indian Institute of Technology, Kanpur	-	2023 - Present
B.Tech. (E & C Engineering)	ABES Engineering College, Ghaziabad	8.46	2017-2021
HSC (12 th)	Nehru World School, Ghaziabad (CBSE)	83.33%	2017
SSC (10 th)	Nehru World School, Ghaziabad (CBSE)	8.60	2015

WORK EXPERIENCE	
Sushima Pharmaceuticals Pvt. Ltd. Account Executive ▪ Generation of Cross-selling data using the current sales data ▪ Revenue forecast using current sales and purchase orders ▪ Alignment of the sales team by client and region to improve operational efficiency ▪ Collection of data as per the previous sales record of products and predicting the other range of products that the client might need	Ghaziabad February 2022 – July 2023 ▪ 17 Months

POSITION OF RESPONSIBILITY	
Unnat Bharat Abhiyan	▪ Core Member of Unnat Bharat Abhiyan, an initiative by the Ministry of Education and IIT Delhi (2019-2020)

CERTIFICATIONS
▪ 'Marketing Analytics' from the University of Virginia by Coursera ▪ 'The strategy of Content Marketing from University of California', by Coursera ▪ 'Introduction to Internet of Things and Embedded Systems from the University of California', by Coursera

ACADEMIC PROJECTS	
Grey Orange Pvt. Ltd	▪ Learnt different aspects of warehouse management ▪ Dealt with the technical team to improve operational efficiency
CETPA Infotech, Noida	▪ Designed a home automation system using AVR Microcontrollers, and worked on aspects of Robotics automation using ARM Microcontrollers

ACHIEVEMENTS	
IGI Global US, Springer	▪ Published book chapters and research work in various organizations affiliated with IGI Global US, Springer, and other reputed Journals
ABES Engineering College	▪ Secured 1 st position in the event of photography (2018)

OTHER INTEREST AND HOBBIES
▪ Cricket ▪ Badminton ▪ Video Editing