

PUCCHALA BHARGAVI

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Career Objective: Motivated and detail - oriented recent graduate with strong foundation in marketing analysis, business strategy and data interpretation. Seeking an opportunity to grow in a dynamic organization where I can support business objective.

Academics:

Qualification	Institution	Examining Body	CGPA/%	Year of Passing
MBA	GITAM University	GITAM University	8.33	2025
BA(Economics)	KL University	KL University	8.88	2023
Intermediate	Narayana Junior College	TS BIE, TS	95.6	2020
10 th	Pratibha Vidhyalayam	SSC, TS	9.00	2018

INTERNSHIP EXPERIENCE:

May 2024 – July 2024

Marketing and Human Resource Intern (IT Industry)

Veltris–Westagile IT Labs | Work from Office

- Assisted in Creating Content for digital platforms, ensuring consistent branding across all recruitment channels to communicate the company's value proposition effectively.
- Sourced resumes and scheduled interviews for various technical roles like **Golang developer, DevOps, and AWS IOT tech lead**, handling the full cycle of recruitment.
- Improved the recruitment process by implementing technology-driven solutions, resulting in a 20% increase in placement efficiency, and worked with the marketing team for more insights.
- Utilized Excel for data tracking and visualization to support strategic recruitment decisions.

Certifications:

- Introduction to Digital Marketing and e-commerce - Google 2024
- INSIDELVMH** (Louis Vuitton Moet Hennessy- **Paris**) 2023

PROJECTS

"Retail Sales Management System Using SQL and DBMS"

- Designed an **ER diagram and DBMS** for retail businesses to store, manage, and analyze sales transactions, customer data, and inventory using **SQL**.

"Analyzing Candidate Data for Recruitment Insights by Using Regression and Percentage Analysis"

- Collected 70 responses and gave insights for more efficiency in the Recruitment Process

" Domestic violence against women during COVID-19"

- Collected 100 responses and analyzed the percentage level by using **SPSS Software**

SKILLS

- Tableau, Power BI, Data Visualization, Basics of R Programming

Academic Achievements

- Submitted research paper for the International Conference conducted by the International Skill Development Corporation (**ISDC**) on **ESG** 2024
- Second position in **HMA-NMDC** (Hyderabad Management Association) Sustainability and business quiz out of 100 people 2024
- Completed Projects in Design thinking and innovation with the topics of **HONOUR KILLINGS** and **OLD AGE PEOPLE HEALTH**

Position of Responsibility

- Social Media and Marketing Head of (Aikya) club in GITAM University 2023-2025
- Member of National Service Scheme - NSS 2021-2023
- Public relations head in National Level Techno Management Fest in KL University 2022-2023

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