

ROLL NUMBER: H2550003



Ms. AYESHA MEHNOOR
Female

Mobile Number: 7702782850

E-mail Address

h2550003@student.nicmar.ac.in

DOB

09-Nov-2003

TECHNICAL SKILLS

- MS Office
- MS Project
- Primavera
- SAP MM
- Microsoft Power BI
- Project Management
- Data Analysis
- Project Scheduling
- Procurement & Purchase Order Management
- Advanced Microsoft Excel
- Market Research
- Reporting & Documentation
- Business Analysis
- Data Visualization

PERMANENT ADDRESS

302 SWATHI HOMES_x000D_
JAYA PRAKASH NAGAR
City: Hyderabad
State: Telangana
Pincode: 500073

LANGUAGE

- English
- Hindi
- Telugu

INTERESTS

- Dancing

SUMMARY OF QUALIFICATION

Course / Programme	Board / University Name	CGPA/ (%)	Passing Year
MBA-APM	NICMAR University of Construction Studies, Hyderabad,Telangana	8.54	2027
BBA <i>Marketing</i>	OSMANIA UNIVERSITY	83.13	2024-Aug
Intermediate <i>Science (PCM)</i>	TELANGANA STATE BOARD OF INTERMEDIATE EDUCATION	58.4	2021-Jun
High School	BOARD OF SECONDARY EDUCATION, TELANGANA, INDIA	92.15	2019-Mar

INTERNSHIP / PROFESSIONAL TRAINING (Total Duration: 46 Weeks)

Sapience

15-Sep-2022 - 15-Oct-2022

4 Weeks

PROFILE: Marketing executive

- Identified and approached restaurants and cloud kitchens for vendor onboarding.
- Presented platform features, business benefits, and commission structures to prospective partners.
- Managed vendor onboarding, documentation, and account registration.
- Coordinated with cross-functional teams for timely menu listing and platform activation.
- Resolved vendor queries and ensured a smooth onboarding experience.
- Built strong vendor relationships to drive engagement and support business growth.

ST. MARYS COLLEGE

01-Oct-2023 - 28-May-2024

34 Weeks

PROFILE: MARKETING STRATEGIES

- Conducted research on the impact of social media on consumer buying behavior in the cosmetics industry.
- Conducted secondary research by reviewing research articles, journals, and case studies to identify emerging consumer trends.
- Performed a detailed case study on Mamaearth to evaluate digital-first marketing strategies.
- Conducted primary research by designing and analyzing consumer surveys of 150 respondents to understand online purchase behavior.
- Evaluated the influence of social media platforms on consumer purchase decisions.
- Assessed the impact of influencer marketing, brand trust, and customer engagement on buying behavior.
- Examined digital marketing strategies, including visual content and interactive campaigns.
- Applied research methodology, data analysis, and interpretation techniques to derive meaningful insights.
- Presented research findings with strategic recommendations to improve digital marketing effectiveness
- Analyzed research and survey findings to identify trends and generate data-driven business insights.

Shapoorji Pallonji

18-May-2026 - 13-Jul-2026

8 Weeks

PROFILE: PURCHASING & PROCUREMENT INTERN

- Created and processed Purchase Orders (POs) and Work Orders (WOs) using SAP MM.

MBA-APM | MBA in Advanced Project Management

- Coordinated with vendors and internal teams to ensure timely material procurement.
- Prepared Comparative Statements (CS) in Advanced Microsoft Excel for vendor evaluation across 15 vendors.
- Analyzed vendor quotations based on cost, specifications, and delivery schedules.
- Maintained procurement records and SAP transaction data with accuracy.
- Tracked purchase requests, approvals, and order status throughout the procurement cycle.
- Collaborated with procurement managers to resolve material and order-related issues.
- Generated procurement reports and supported day-to-day procurement operations using SAP MM and Excel.
- Monitored material requirements and procurement status to support project timelines and timely decision-making.
- Analyzed procurement data using Excel to identify cost trends and support vendor evaluation and procurement decisions.

CERTIFICATION DETAIL

- Advanced Digital Marketing Course
- Introduction to Psychology
- Customer service essentials
- Supply Chain Management
- Foundations of Management
- Essentials of Entrepreneurial Skills
- Ethics in Engineering Practice
- Design, Technology and Innovation

ACHIEVEMENT DETAIL

- **Leadership & Campus Achievements**
 - Secured a Gold Medal in Women's Cricket at Spirit Fest, NICMAR University.
 - Represented NICMAR University in multiple cultural dance performances and university events.
 - Participated and volunteered in Innervest Fest, contributing to event coordination and successful execution.
 - Served as Cultural (Dance) Head for the Department of Management, St. Mary's College, leading and coordinating cultural activities.
 - Hosted Anuncio, the annual BBA Fest at St. Mary's College, demonstrating public speaking and event management skills.
 - Active member of the Marketing Club, St. Mary's College, contributing to marketing and promotional activities.
- **AI-Driven Market Analysis and Predictive Insights (MBA Thesis – Ongoing)**
 - Analysing ~25 years of historical market data across 9 sectors to identify long-term growth, decline and volatility patterns and assess sector-level performance.
 - Structuring and analysing a 150-record historical dataset using AI-assisted analytical methods to identify early indicators of relative growth potential over a 5–10 year horizon.
 - Developing a data-driven framework to translate historical sector trends into structured business insights and decision-support outputs.
- **Professional Development**
 - Pursuing CAPM® Certification (PMI)
 - Pursuing NPTEL – Cybersecurity and Privacy
 - Pursuing Practical Application of Generative AI for Project Managers
- **Additional Skills**
 - Strategic Project Planning & Execution | Resource Planning | Risk Assessment & Mitigation | Stakeholder Management | Cross-functional Team Coordination | Change Management | Quality Assurance | Project Governance | Conflict Resolution