

SIDDHANT SETHIA

Male, 24 Years | English, Hindi



To begin my career with an organization that offers challenging roles and learning opportunities for becoming a dynamic and competent professional.

Education Qualification and Achievements

PGDM	2021	Narsee Monjee Institute Of Management Studies, Hyderabad, NMIMS	3.09
BBA Management	2018	J.D. Birla Institute, Jadavpur University, Kolkata	9.48
XIIth CBSE	2015	Lakshmipat Singhanian Academy	79.66 %
Xth CBSE	2013	Lakshmipat Singhanian Academy	8.50
Certification	<ul style="list-style-type: none">• Digital Unlocked: Completed a 26 module course on Online Marketing Fundamentals by Google and ISB.• Integrated Marketing Communications: The course by IE Business School covered the topics of planning and evaluating IMC strategies, using appropriate theories and the process of creating valuable brands and winning customers.		
Module Learning	<ul style="list-style-type: none">• Salesforce: Completed a module on Sales Cloud covering sales metrics, platform advantage and growth using CRM.		
Masterclass	<ul style="list-style-type: none">• Sales Funnel Masterclass: Completed a 4.5 hrs course on Sales Funnels covering buyer persona, data analysis, XOTF Model and marketing strategies to help increase sales.		

Positions of Responsibility

Core Member, Nirvahana	Narsee Monjee Institute of Management Studies, Hyderabad <ul style="list-style-type: none">• Part of the Design - Promotion and Hospitality Department of the Annual Management Fest - Nirvahana.	Jul'19 -
Member, Placement Committee	Narsee Monjee Institute of Management Studies, Hyderabad <ul style="list-style-type: none">• Supervise and manage the placement process, which includes interacting with the HR representatives of Corporate Organizations, arranging a meeting with them and conducting the placement drive.• Head the creative end for the official Placements LinkedIn handle.	Jul'19 -

Internships

54 Weeks

Parkway Pantai	Summer Intern	Apr'20 -
International Business Intern	<ul style="list-style-type: none">• Worked on a project titled 'Mapping International Business Opportunity on Medical Value Tourism'.• The objective of the project was to achieve a better understanding of the identified key International Markets and plot data points against them to help the International Marketing and Sales teams to explore and achieve absolute hold of those markets.• Researched on 14 countries, understanding the healthcare infrastructure, a market study that comprised of details of hospitals, doctors, agencies and insights on the insurance penetration in those countries along with inputs on medical value tourism.	
Bhumi	Winter Intership	Jan'20 - Feb'20
WeCare	<ul style="list-style-type: none">• Bhumi is one of India's largest non-profit organisations. working across India for causes like education, environment, animals, community welfare etc.<ul style="list-style-type: none">◦ Conceptualized the content and designed flyers and leaflets for spreading awareness.◦ Designed creatives for Facebook and Instagram handles for various campaigns.	
GenY Medium	Digital Marketing Intern	Jul'18 - Dec'18
Digital Marketing	<ul style="list-style-type: none">• My primary work involved working with the Digital Marketing team on Social Media Marketing, Web and Graphic Design.<ul style="list-style-type: none">◦ Created communication strategies for clients and contributed to growing traffic by 20%.◦ Worked on the User Interface design of the website.◦ Created content and creatives for social media handles.	
Edelweiss Stock Broking	Summer Intern	Apr'18 - May'18
Stock Broking	<ul style="list-style-type: none">• The internship entailed learning basics of share market trading. It also involved studying and analyzing	

company reports for decision making in the share market.

Projects		
Skill Monks	Skill Monks <ul style="list-style-type: none">• Skill Monks is a startup delivering services in E- learning sector. I worked closely with the management on streamlining operations and pursuing strategic opportunities for the Skill Fest Program.<ul style="list-style-type: none">◦ Worked on cultivating sponsorship partnerships for the flagship event - Digital Champ.◦ Helped grow client base from 1000 to 4000 students for Digital Champ.◦ Identified and minimized bottlenecks in the process of customer acquisition.	E-Learning
Extra Curricular Activities		
Competition	• Winner of NMPL 4.0 (Volleyball) organised by Nthuz, Sports Committee of NMIMS Hyderabad .	2020
Competition	• Runners Up of Konstruera organised by Operancia, Operations Clubs of NMIMS Hyderabad .	2019
Volunteer Experience	• Volunteered at Bhumi for the role of a teacher. Was responsible for teaching underprivileged children the subject of Computers.	2018
Piano	• Completed Grades 1 to 4 from Associated Board of Royal School of Music, London.	2010
Hobbies		
Music (Piano) Team Sports (Football) Reading Books		

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