

# Varsha Kumari

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## EDUCATION

<b>DELHI INSTITUTE OF HIGHER EDUCATION</b> Master of Business Administration (Marketing & Finance)	<b>Post-Graduation</b>	<b>2024-2026</b> Pursuing
<b>ST. XAVIER'S COLLEGE OF MANAGEMENT AND TECHNOLOGY</b> Bachelor of Business Administration	<b>Graduation</b>	<b>2021-2024</b> CGPA- 8.71
<b>ST. KAREN'S HIGH SCHOOL</b> Commerce	<b>Class 12<sup>th</sup></b>	<b>2021</b> Percentage – 81.6 %
<b>ISHAN INTERNATIONAL GIRLS' SCHOOL</b> General	<b>Class 10<sup>th</sup></b>	<b>2019</b> Percentage- 80.4 %

## INTERNSHIPS

**MentorKart** **Noida**  
**Program Management Intern** **June 2025- August 2025**

- Worked with PhysicsWallah (PW) as the primary client, managing their ATS alongside MentorKart's own ATS for interview scheduling, placement coordination, job posting, client onboarding, and recruitment processes.
- Lead student engagement activities, test and class scheduling, and documentation management for multiple courses, ensuring smooth academic and operational workflows via emails.
- Coordinated with cross-functional teams including sales for client retention and product teams for product testing, as well as external clients, using **Agile methodologies** to drive efficiency and collaboration.
- Utilized tools like Excel, Google Sheets, Canva, and ATS platforms to manage data, create content, and support end-to-end project and placement operations as well as mentor and client handling.

### Larsen & Toubro Ltd.

#### Project Manager Intern

**Delhi**  
**June 2023- July 2023**

- Gained mentorship in project management and finance with L&T, covering end-to-end aspects of project planning, execution, and financial control.
- Assisted in budgeting, cost tracking, and resource allocation to ensure efficient project delivery within defined timelines.
- Developed understanding of project finance processes, including expenditure analysis, financial reporting, and performance evaluation.

### Nblik

#### Community Manager Intern

**Remote, India**  
**March 2023 – April 2023**

- Analyzed survey data to identify process gaps, boosting service quality and raising the satisfaction index from 89% to 93%.
- Developed detailed reports and compliance policies, aligning with industry best practices and reducing customer complaints by 8%.

### Younity.in

#### Research and Development Intern

**Remote, India**  
**1<sup>st</sup> March 2022- 31<sup>st</sup> March 2022**

- Conducted market research and competitor analysis to identify emerging trends, youth preferences, and Gen Z engagement opportunities.
- Supported campaign ideation, platform feature design, and community-building strategies through innovative ideas and user behavior analysis.

## PROJECT / RESEARCH PAPER

### Impact of Digital Marketing on customer retention in IDFC Bank:

- Conducted an academic research study on “**Impact of Digital Marketing on Customer Retention in IDFC Bank**” using a sample size of 100 respondents.
- Analyzed customer behavior, digital touchpoints, and retention strategies through surveys and data interpretation.
- Identified key digital marketing practices that influence long-term customer loyalty and satisfaction.
- Presented actionable insights highlighting the role of personalized engagement and digital channels in banking retention strategies.

## POSITION OF RESPONSIBILITY & ACHIEVEMENTS

- **Inspiration Award (2024):** ST. XAVIER'S COLLEGE OF MANAGEMENT & TECHNOLOGY.
- **NSS Secretary (2022-23) & YFI member (2021-2024):** ST. XAVIER'S COLLEGE OF MANAGEMENT & TECHNOLOGY.

## CERTIFICATIONS

Certificate of Marketing skills – **Skillics** || Certificate of Project **Management** – The Open University. || Certificate of **Merger & Acquisition** - Udeny. || Certificate of Accounting & **Financial management**: Oxford Home University. || Certificate of **Customer Relationship management- Great learning** || Certificate of **Business Analytics for Decision Making** - Swayam || Certificate of **Managerial Skills for Interpersonal Dynamics**- Swayam ||

## SKILLS

**MS office** – Word, Excel & Presentation. || **Negotiation** || **Project management** || **Finance Management** || **Presentation** || **Communication** || **Conflict Resolution** || **Detail Oriented** || **Content Writing** || **Data management** || **Dashboard management** || **CRM** || **AI tools prompt writing** ||