

Iyer Soumya

Female
26 Years

Mob : 91-9879543764

Printbindaas, e-commerce start-up	Campus Ambassador	Sep 2012 – Mar 2013
<ul style="list-style-type: none">Worked on strategies for new product development by collective involvement of the students of the instituteActively contribute for building the brand and responsible for handling the activities done at the institute through Printbindaas		
ACE Manager SET 5, BNP Paribas	BNP Paribas Ambassador	Oct 2012 – Apr 2013
<ul style="list-style-type: none">Selected as the Ambassador for ACE Manager Set 5, an Annual Business Management Competition organized by BNP ParibasResponsible for branding & promotion of the event in our IIM campus and increasing the popularization amongst studentsUtilized different branding properties provided by BNP Paribas, besides various offline and online marketing channels including social media to promote the event and ensure good participation		

WORKSHOPS ATTENDED

Bhuj Mercantile Co-operative Bank	SME Rural Banking Workshop	June 2010 – Aug 2010
<ul style="list-style-type: none">Participated in a workshop conducted by the Bhuj Mercantile Co-operative Bank for co-ordinating the activities of mobilizing loans for SMEs in the rural areas to help them in being self-sufficient in making rational financial decisionsCollaborated and co-ordinated organizing awareness drives, persuading and making the process of loan disbursement easier and simpler for the villagers to help them develop a keen sense of financial prudence and autonomy in fund raising		

PROJECTS UNDERTAKEN

<ul style="list-style-type: none">Led a team of 10 members in the final year project Feasibility of setting up a finishing school in Ahmedabad which entailed doing cost benefit analysis and making a detailed account of the industry dynamics considering Ahmedabad cityConducted Market Research for understanding the purchase behaviour of consumers for white goods in Ahmedabad city using influencers in decision-making for analysing factors which makes people buy from Traditional Ret. v/s Branded Outlets

ACHIEVEMENTS

Business Events	<ul style="list-style-type: none">First Runner-Up among 100+ teams in Shikhar Awards–Strategy Business Competition held at Tata PowerSecured seventh place in Ad Honorem, a prestigious national competition organized by FMS in 2011Secured 6th place in Prometheus, one of the flagship events conducted by XLRI in November, 2012Letter of Appreciation received in MBASKool Business Article writing contest in July 2012
Certifications	<ul style="list-style-type: none">Completed NSE's National Capital Financial Markets module with 90% marks in the year 2008Certificate of completion of Capstone Business Simulation by Management Simulations Inc. USA, a simulation that required knowledge of all domains and decision making capabilityCompleted a certification course in Commodities Markets (MCX Professional) in the year 2008Completed FLIP's Banking & Finance Fundamentals course in the year 2011 with merit certificate
Extra- Curricular	<ul style="list-style-type: none">Won numerous essay & article writing competitions at school level in the years 2003, 2004, 2005 & 2006Won many elocution, recitation & declamation competitions in the years 2002, 2003 & 2004 respectively

INTERESTS

<ul style="list-style-type: none">Playing Table TennisPhilately
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