



**Address:** C/8 B Room no: 4 Bhadran Nagar Malad (West), Mumbai - 400064

**Email Address:** 10krutika@mkesimsr.ac.in / **Phone Number:** 8779899758

**LinkedIn Profile:** [Krutika Bagul - LinkedIn](#) / **Website:** [mkesimsr.ac.in](http://mkesimsr.ac.in)

### **Objective:**

Results-driven MBA candidate with 1.5 years of experience in Marketing industry, seeking to leverage strong analytical, strategic, and leadership skills in a Sales and Marketing. Committed to delivering impactful business solutions and driving organizational growth

### **Education:**

**Post Graduate Diploma in Management (PGDM) 2023-25 Batch**

**Approved by A.I.C.T.E. passing in May 2025**

**MKES Institute of Management Studies & Research**

- **Relevant Coursework:** Sustainability & Media and Communication, Marketing Analytics, Statistics, Strategic thinking, Decision making, Product Management, Entrepreneurship Management, Management Communication
- **GPA:** 8.13

### **Bachelor of Commerce in IT:**

- **Mumbai University in May 2021**
- **GPA:** 6.61
- **Honors/Awards:** Intercollege Singing Award

### **Professional Experience:**

**Business Development Representative at Global Data Source - Tendersontime,**

**Duration: January 2022 to February 2023**

- Developing and maintaining relationships with end-users to achieve goals.
- Reaching out to and qualifying leads through outbound calling and social media.
- Maintaining and growing existing leads. Conducting customer surveys and developing sales strategies

### **Equity Advisor and Stocksemoji**

**Duration: March 2023 to June 2023**

- Identify and generate new business leads through various channels.
- Establish and maintain relationships with clients through effective communication.
- Stay updated on industry trends, competitor activities, and market conditions.
- Deliver compelling sales presentations to potential clients. Work closely with both sales and marketing teams to align strategies.

### **Skills:**

- **Analytical Skills:** Data Analysis, Market Research
- **Technical Skills:** Advanced Excel, SQL, PowerBi

- **Management Skills:** Project Management, Strategic Planning, Leadership, Team Collaboration, Management communication, Product Management, Design Thinking, Risk Management
- **Communication Skills:** Public Speaking, Negotiation,
- **Languages:** English, Marathi, Hindi, Gujarati

### **Certifications:**

- Sustainability and Media Communication, Disha NGO, January, 2024
- Innovation and Creativity, Harvard Online, January, 2024
- Strategic Thinking, Harvard Online, January, 2024
- Entrepreneurship Management, November, 2023

### **Summer Internship Project:**

**Seeba Industries Private Limited - ThinKitchen**

**Duration: 2<sup>nd</sup> May 2024 to 11<sup>th</sup> July 2024**

#### **Product Management Intern**

- Generated daily inventory and sales reports using Power BI
- Conducted market research and price comparisons
- Performed data analysis using advanced Excel functions
- Collaborated with cross-functional teams on major projects
- Developed proposal presentations
- Managed risk during inventory order control
- Ensured quality control and maintained data accuracy
- Adhered to strict deadlines

### **Live Projects:**

**Star Union Dai-ichi Life Insurance**

**Duration: February, 2024 to March, 2024**

#### **Benchmarking Life Insurance Companies**

- Conducted a comprehensive benchmarking study of branch ambiance across major life insurance companies for Star Union Dai-Ichi Life Insurance
- Evaluated key parameters, including customer service interactions, security protocols, and physical design elements
- Provided actionable insights and strategic recommendations to enhance customer experience and branch operations

**Social Internship - S.H.A.R.E. at Disha NGO**

**Duration: 7<sup>th</sup> January 2024 to 21<sup>st</sup> January 2024**

#### **Sustainability and Media Communication**

- Developed and implemented media communication strategies to promote sustainability initiatives.
- Engaged with communities to raise awareness about environmental conservation efforts.
- Designed content for digital and social media campaigns aimed at fostering eco-friendly behaviors.
- Collaborated with stakeholders to create educational materials on sustainability practices.
- Monitored and evaluated the impact of communication efforts on target audiences.

## **Leadership and Extracurricular Activities:**

- Led Oneday@Bschool event, which resulted in successful event execution.
- **Water Committee Member**  
Spearheaded initiatives for water conservation within the college, including educational campaigns and the implementation of water-saving measures.
- **Class Representative (CR)**  
Represented student interests, facilitated communication between students and faculty, and coordinated academic activities.

## **Interests:**

- Tutoring, which supports Underprivileged students
- Baking, which demonstrated skills in business development, marketing, and customer service
- Traveling, exploring new cultures and markets to gain insights into global trends and consumer behavior.