

Shilpa Sivanandan
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Shilpa Sivanandan – Resume

SHILPA SIVANANDAN

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CAREER OBJECTIVE

A dynamic and young Management graduate waiting to initiate the career and to gain experience in the field of Business Administration and Management. Seeking to consolidate the skills acquired so far and expands competence through challenging opportunities in Business Administration and Management – Human Resources, Finance, Sales and Marketing to increase productivity of organization while attaining the individual growth.

SKILLSETS

- Thorough knowledge of Accounting
- Analytical and problem solving skills
- Written and communication skills
- Ability to deal with people diplomatically
- Willingness to learn
- Marketing
- Sales
- Negotiation
- Finance

STRENGTHS

- Dedicated, motivated and organized professional
- Always looking for a result-oriented approach to challenges and effectively prioritize tasks into achievable steps to have positive outcome
- Excellent communication and inter-personal skills, excellent team player and passionate to learn new things.

BUSINESS RESEARCH PROJECT

Topic: Influence of luxury brands in customer buying behavior in retail sector

Field: Marketing

Purpose: For MBA final research project, I have chosen Marketing and the topic is 'Influence of luxury brands in customer buying behavior in retail sector'. In this project, main objective is to analyze the influence of buying behavior of consumers in luxury brand and understanding the psychological factors which influence/motivates consumer in buying luxury brand products and how brand name impacts the buying decision.

Key Achievements: Understanding how to do market research which will help any concern in planning their sales and marketing.

EDUCATION QUALIFICATION

- **Master of Business Administration** at Amity Global Institute, Singapore from **University of Northampton, UK.** (Sep -2017 to Sep -2018)
- Bachelor of Commerce (Finance & Taxation) with 'A' Grade from Mahatma Gandhi University, Kerala, India. (2014-2017)
- Plus Two with 90 % from Board of Higher Secondary Education Kerala (2012-2014)
- SSLC with 81 % from Board of Kerala (2012)

TECHNICAL SKILLS

- MS Office, Excel and Power point

CERTIFICATION

- Diploma in Computer Application from Centre for Continuing Education Kerala

ACHIEVEMENTS

- Attended 100 hours soft skill training program under Walk With a Scholar Program conducted by the Government of Kerala
- Attended the 6th International Conference on 'The Role of Technology in Business Intelligence' conducted by Amity Global Institute Singapore (2017).

PERSONAL DETAILS

Date of Birth : 20/01/1997
Gender : Female
Nationality : Indian
Passport Number : P3997358
Date of Issue : 04/08/2016
Date of Expiry : 03/08/2026
Marital Status : Single
Languages Known : Malayalam, English, Hindi and Tamil

DECLARATION

The above information provided is correct to the best of my knowledge and belief. I shall be grateful if you provide me with the chance to work with you. I shall work to the best of my abilities and your expectations.

Place: Kaduthuruthy

Date: