



Shiwani Kumari Rabidas

Female | 24

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Professional Summary

A dynamic and detail-oriented management student with a strong foundation in marketing and finance. Adept at leveraging data-driven insights to support strategic decision-making, with experience in market research, data analysis, and business plan development. A proactive team player with leadership experience, having successfully managed a team in event coordination. Proficient in Excel, business analysis, and consumer behaviour studies, with a proven ability to conduct in-depth research, deliver impactful presentations, and drive business growth. Possesses hands-on experience in warm calling, client onboarding, and proposal development, having made 1000+ outreach engagements and onboarded 16+ B2B clients while ensuring compliance.

Academic Achievements

Degree	Year	Institute	%/ CGPA
PGDM	2024-2026	Indus Business Academy	6.51/10
B. Com (Hons)	2020-2023	The Heritage College, Calcutta University	8.04/10
Class XII	2020	Assembly of God Church School, West Bengal (ISC Board)	64%
Class X	2018	Assembly of God Church School, West Bengal (ICSE Board)	62.66%

- Under-graduated with 1st division with distinction
- Specialization: Finance & Marketing
- Received scholarship for academic performance.

Internship Project during PG program

UnPay Sales & Marketing Intern 10th March 2025 – 09th September 2025

- Completed 1000+ warm calls and corporate outreach engagements, delivering targeted product briefings to prospective clients.
- I developed business proposals in collaboration with developers and addressed queries from potential clients.
- Successfully onboarded 16+ B2B clients while ensuring compliance department alignment. I guided clients through the onboarding process, managing documentation in accordance with compliance requirements.

Academic Projects

- **Sales & Customer Success in a Fintech Environment (2025)**
Analyzed the reasons for low-quality lead retention through hands-on experience with operational activities during my Sales & Marketing internship
- **Market Research on Consumer Behavior Project 2024:** Collaborated with a team of 6 to and executed a market research survey on 'Consumer Behavior' market survey with the primary influencing factor during product purchasing decision.
- **Prepared a Business Plain 2024:** Conducted an in-depth survey on sustainability initiatives in educational institutions, yielding a comprehensive report that pinpointed crucial trends and insights. Additionally, developed a robust business plan, completed with a detailed cost sheet, to drive sustainable practices in educational settings.
- **Research Project 2023:** "Study analysis of reusable water bottles and disposable water bottles". Administered a primary survey on demographic's segmentations like gender, age, income, regional, etc., with support to secondary methodology including articles, case studies, online reviews etc. Prepared and submitted a thorough report and delivered a presentation to the University.

Leadership Positions

- Gyanodaya Committee (2024-Present): Organized guest lectures and a knowledge-sharing event on National Library Day to foster a love for reading.

Certifications

- TCS iON Career Edge – Young Professional
- Excel Skills Job Simulation – Coursera (1 Month)-Created automated processes with a macro, analysed data.
- DDTP Course – Alpha Computer Center – (12 month)- Designed logos, created images using photoshop, prepared presentation, analyzed data in excel and provided with the interpretations.

Extra-Curricular Activities

- Ecofluence (2024) - Promoted our college event to other colleges by visiting HODs and Principals of schools and colleges, encouraging them to present their research papers at our international conference.