

Rashmi Shivangoudra

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Sirsi, Uttar Kannada

MITE, Badaga, Near, Mijar, Mudbidri, Puttige Padavu, Karnataka 574225



SUMMARY

A highly motivated MBA candidate with a specialization in Marketing and Business Analytics, seeking an opportunity to apply analytical thinking and marketing skills in a dynamic organization. Passionate about understanding customer behavior, leveraging data-driven insights, and contributing to innovative marketing strategies.

EDUCATION

Masters of Business Administration (Marketing & Business Analytics)	2024-Present	CGPA: 8.00
Mangalore Institute of Technology & Engineering		
Bachelor of Science		
Government First Grade College, Sirsi	2020-2023	CGPA: 7.65
Secondary School (12th) – KSEEB	2019-2020	Percentage: 72.50
Secondary School (SSLC) – KSEEB	2017-2018	Percentage: 82.88

SKILLS

- Tools** : Advanced Excel, MS Power point, “Basic Python
- Soft skills** : Quick learner, Team Management
- Languages** : English, Kannada, Hindi

PROJECTS

Awareness on Single-Use Plastic in Puthige Area (Societal Project) Group of 5	April 2025
Focused on creating awareness about single-use plastic in rural communities. Conducted surveys, studied responses, and suggested ways to reduce plastic use through education.	
How Packaging Influences Young Consumers (Research Project) Group of 3	August 2025
Researched how packaging design affects the buying decisions of young consumers. Collected and analyzed data through surveys. Provided insights on colors, materials, and branding that attract young buyers.	

COURSES & WORKSHOPS

- NPTEL: Mastering Speaking and Presentations, 2025
- NISM: Essential Safeguards for Modern Investors – Stay Ahead of Cybercriminals, 2025
- NISM(SEBI): National Financial Literacy Quiz 2025