Sayyam Duggar

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EDUCATION

Faculty Of Management Studies (FMS Udaipur)   Udaipur, India

Master of Business Administration (MBA), Specialization in Finance& Marketing   2022 - 2024

- Relevant Coursework: Strategic Marketing, Logistics & Supply Chain Management, Project planning, Analysis & Management, Portfolio & Risk Management.

Aishwarya College of Management & Research   Udaipur, India

Bachelor of Commerce (B.COM)   2017 - 2020

- Relevant Coursework: Brand Management, Entrepreneurship Development, Business Communication, E-Commerce & Public Relations.

WORK EXPERIENCE

RSMM LTD.   Udaipur, India

Finance Trainee   June 2023 – August 2023

- Analyzed RSMM Ltd's CSR Budget (₹57.4M+) in accordance with Schedule VII of the Companies Act, 2013.
- Supported financial operations by tracking contracts, preparing reports, and reviewing accounts and bank statements.
- Gained practical understanding of financial statements and financial assessment.

SKILLS SUMMARY

Technical Skills: MS Office Suite, Analytical Ability, Market Research & Intelligence.

Soft Skills: Teamwork, Communication, Adaptability, Time Management, Problem Solving, Leadership.

PROJECTS / CASE STUDY

Adani and Hindenburg Research Case

- Analyzed the impact of the Hindenburg Research report on the Adani Group, which alleged stock manipulation and accounting fraud.
- Assessed the market response, including a significant drop in Adani's stock prices and its implications for investor confidence.
- Evaluated the corporate governance practices and transparency issues raised by the report.
- Skills Utilized: Critical Analysis, Understanding of Market Dynamics.

Dream11 Business Model

- Conducted an in-depth analysis of Dream11's business model to understand its revenue generation, customer acquisition strategies, and market positioning within the fantasy sports industry.
- Analyzed Dream11's freemium model, user engagement strategies, and monetization methods, including in-app purchases and advertising.
- Evaluated the competitive landscape, identifying Dream11's differentiators and market advantages.
- Conducted SWOT analysis to highlight Dream11's strengths, weaknesses, opportunities, and threats.
- Skills Utilized: Market Analysis, Digital Marketing, Business Analysis.

CERTIFICATIONS

- Certificate in *Inbound Marketing* by HubSpot Academy Link
- Certificate of course completion by Google Digital Garage offered in *Fundamentals of Digital Marketing* Link

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CO-CURRIULAR & EXTRA-CURRICULAR ACTIVITES

- Active Member of Placement cell committee, managed and lead placement related activities and effectively communicated with students and Placement Head.
- Stood in Second place in activities organized during college fest, Management Game competition.
- Volunteer member of the National Service Scheme (NSS) in Social Service.