



Soni Jainam
(Specialization in marketing)

dynamic and results-oriented MBA candidate at LJ IMS College, Ahmedabad, with a passion for marketing and a keen interest in leveraging innovative strategies to drive business growth.



Email : sonijainam3@gmail.com

Location: Ahmedabad

Mobile: 8733841783 **DOB:**06/10/2003

WORK EXPERIENCE

Company Name: LG electronics (internship)
Description: Sales executive
Duration: 2 Months

PROJECTS (research / practical)

Research Project: To study the health care sector for progressive point of you in rural area (sub: research and methodology)

Research Project: To study the air purifier market and Philips company as per economic aspect (sub: micro economic)

Research Project: To study the HUQ steel industry for the knowledge about steel process.

PRACTICAL PROJECTS

Hackathon: A finance hackathon by analysing trends and financial ratios in two company's data.

Archetype: Business model competition for creating unique ideas and prototype.

Stretonomics: A college project on street vendor business strategies and market sustainability, analysing the market to present your findings. (T.L of the project)

Interests: Marketing, Sales

EDUCATION

MBA, (2023 - 25) LJ Institute of Management Studies, LJ University - Pursuing
BBA, (2023) Divaba Institute of Business Administration
Percentage: 59%
HSC, (2020) Takshashila English School
Percentage: 50 % Gujarat Board
SSC, (2018) School of Achiever
Percentage: 60% Gujarat Board

SKILLS

- Communication
- Marketing
- Customer Relationship management
- Time Management
- Decision Making
- Problem-Solving

HIGHLIGHTS (Achievement)

- Badminton – District player (2020)
- 2ND rank in interschool volleyball competition
- Top 50 in archetype 2023

CERTIFICATES

Tally
Archetype 2024 18th Edition

LANGUAGES (Spoken and Written)

English, Hindi, Gujarati

HOBBIE

Sports
Travelling
Volunteering
Try to make extraordinary in all relatable topic
I like to observe small things and person.