

Mahima Sowrirajan

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EDUCATION

Nanyang Business School, Nanyang Technological University	Aug 2020 - PRESENT
Double Bachelor's Degree with Honours, Accountancy And Business (Specialisation in Marketing), current cGPA: 3.75	
<ul style="list-style-type: none">Member of NTU University Scholars' Programme for interdisciplinary studiesRecipient of the University Scholars' Programme Scholarship for fully funded undergraduate studiesCore subjects: Market Intelligence, Market Behaviour, Accounting Analysis & Valuation, Corporate Governance, Audit	
University of Manchester	Sep 2023 - Jan 2024
Semester exchange programme with the University of Manchester and Alliance Manchester Business School	
Raffles Institution (JC)	Jan 2018 - Dec 2019
GCE A'Levels	
<ul style="list-style-type: none">Attained 3 H2 A's, 1 H2 B, and 3 H1 A's (Overall Rank Point: 88.9/90)Awarded Raffles Diploma with Merit in Arts & Aesthetics	

PROFESSIONAL CERTIFICATIONS AND SKILLS

MicroMasters Programme in Data, Economics, and Development Policy - MITx	(In progress)
Certificate of Completion in Microeconomics (2020)	
Certificate of Completion in Challenges of Global Poverty (2022)	

WORK EXPERIENCE

Kimberly-Clark Corporation	Jan 2023 - Jun 2023
<i>Regional e-Commerce Marketing and CRM Intern</i>	
<ul style="list-style-type: none">Supported the implementation and reporting of results of pilot programs that optimise performance and tap on new opportunities in eCommerce Marketing and CRM for APAC markets.Developed strategic partnerships with Shopee and Lazada to drive engagement and online salesCollaborated with media agencies to boost Huggies brand performance and increase leads acquisition.Identified growth opportunities and discovered brand partnerships based on market-specific engagement needs and consumer motivations	
Hansgrohe Group	May 2022 - Jul 2022
<i>Regional Marketing and E-Commerce Intern</i>	
<ul style="list-style-type: none">Analysed eCommerce performance across different platforms and developed insights on the driving factors behind the figures.Created a competitor benchmark and analysed internal processes to derive recommendations.Developed a monthly reporting dashboard to analyse relevant KPIs and the performance across different platforms.Collated, analysed, and reported e-commerce and campaign performance including analysis and extracting insights.Came up with a 3-month social media marketing plan for Hansgrohe SG	
The Global Citizen Education Group	Nov 2021 - Jan 2022
<i>Marketing Intern</i>	
<ul style="list-style-type: none">Part of the organising team for the ASEAN C.A.R.E.s mentorship programme (2nd ed.)Developed marketing strategy and branding for launch of a new product in the US market	
Morrison Management Pte Ltd	May 2021 - Jul 2021
<i>Accountancy Intern</i>	
<ul style="list-style-type: none">Prepared end of period account closing activities and financial/other related reportsMaintained GST records	

EXTRA-CURRICULAR ACTIVITIES

NTU Welfare Services Club	Aug 2022 - Jul 2023
<i>Executive Committee Member of Ace Stars Centre</i>	
NTU ShARE	Feb 2022 - Jan 2023
<i>Senior Member</i>	
NTU Entrepreneurship Society	Sep 2021 - Jun 2022
<i>Marketing Committee Member</i>	
NTU University Scholars' Programme Club	Sep 2021 - Jun 2022
<i>Business Manager (Corporate Liaison)</i>	
Nanyang Business School Rush Orientation Programme	Oct 2020 - Sep 2021
<i>Chief Programmer</i>	