

Maya Parmar



WORK-EXPERIENCE			2.5 years
SKIPPER LIMITED		Deputy Manager	Nov'25 -
Roles and Responsibilities	- Led market research and competitive intelligence for products - Fasteners, Angles, and Wind Lattice Towers using Volza, Dollar Business and other research tools to identify global market opportunities and export trends. - Leveraged SAP S/4HANA to analyze sales, customer, and business data to delivering MIS reports and dashboards through Power BI and Tableau for supporting market expansion & strategic decision-making. - Analyzed global market trends, pricing, customer insights, competitor activities to drive business growth. - Collaborated with international sales and cross-functional teams to prepare country wise, product wise, customer wise and region wise performance reports to provide data-driven & business insights.		
ART-YARN EXPORTS (INDIA) PVT. LTD.		Business Development Executive	Aug'21-Jan'23
Roles and Responsibilities	- Developed and maintained strong client relationships, high customer satisfaction and long-term partnerships. - Implemented systematic record-keeping to maintain accurate and up-to-date customer, and also agent data. - Collaborated with internal teams to streamline operations, timely order processing, and enhance efficiency. - Researched & identified potential customer leads through web, social media and Doller business software.		
INTERNSHIP			04 Months
PAYSPRINT PRIVATE LIMITED		Business Development	April'24-July'24
Roles and Responsibilities	- Analyzed state-wise market presence, and created content, newsletters, and campaigns for targeted marketing. - Conducted competitor analysis, created reports and dashboards through Tableau and introduced new APIs. - Gathered 500+ feedback and created problem statements from existing customers to enhance retention rate. - Generated 800+ leads and integrated them into the CRM dashboard to enhance new customer onboarding.		
EDUCATION			
MBA	Indian Institute of Management, Bodh Gaya		6.69cgpa 2025
B.Com	Vikram University, Ujjain		74.50% 2021
12th	GOVT. Malhar Ashram Higher Secondary School, Indore		89.2% 2018
10th	GOVT. High School, Hadlay Kalan		94.83% 2016
POSITIONS OF RESPONSIBILITY			
MASQ	- Managed social media and marketing initiatives for enhance IIM Bodh Gaya online presence. - Supported Sponsorships, Event management, Marketing Compendium and Content creation.		2023
Sports	Demonstrated Leadership, Teamworks and Discipline by representing the School in KHO-KHO.		2016
ACADEMIC and EXTRACURRICULAR ACTIVITIES			
Honoured by Samiti	- Honoured by the Parmar Samaj Kalyan Shiksha Samiti for good scoring in the 10th standard. - Recognized as Meritorious student by the Samta Sahitya Samaj Vikash Samiti.		2017 2016
TEDx	TEDx Event Curation Volunteer: Certified by IIM Bodhgaya for TEDx event volunteer 2023.		2023
MASQ	Representative & active member of MASQ the Marketing Club of IIM Bodh Gaya from 2023.		2023
CERTIFICATIONS			
B2B Marketing	International B2B Marketing Certificate: completed from Coursera by Yonsei University.		2024
Lean Six Sigma	Lean Six Sigma Green Belt with KPMG: skilled in process improvement & problem-solving.		2024
Power BI	Microsoft Power BI Desktop for Business Intelligence: covered a 15-hour course from Udemy.		2023
Analytics	Completed Google Analytics Certificate: covered data analysis, tracking, & web optimization.		2023
Marketing	Fundamentals of Digital Marketing: covered all the basics of digital marketing from Google.		2023
Excel	JPMorgan Chase & Co. Excel Simulation: Covered Excel, Dashboard, Vlookup, Hlookup.		2023
OTHER INTERESTS			
Hobbies	- Traveling - Reading books - Badminton		