

UMANG JOHRI

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SUMMARY

Having a year of experience enhancing business growth at Berger Paints, where I focus on expanding market reach and fostering client relationships in the paint industry. With a dual specialization MBA in Marketing and Finance, I combine strategic marketing insights with financial acumen to deliver impactful solutions. My proactive approach and ability to analyze market trends empower me to contribute effectively in a dynamic environment, supporting growth and enhancing customer engagement.

EDUCATION

MASTERS IN BUSINESS ADMINISTRATION (2022 - 2024)
ICFAI BUSINESS SCHOOL, JAIPUR

BACHELOR OF COMMERCE (2017 - 2020)
S.S. JAIN SUBODH P.G. (AUTONOMOUS) COLLEGE, JAIPUR

HIGHER SECONDARY CERTIFICATE (2015 - 2017)
TILAK PUBLIC SCHOOL, JAIPUR

SECONDARY SCHOOL CERTIFICATE (2015)
TILAK PUBLIC SCHOOL, JAIPUR

TECHNICAL SKILLS

- Advanced MS Excel
- MS Office
- Digital Marketing
- Canva

WORK EXPERIENCE

Berger Paints India Limited (April'24 - April'25)

- Consistently surpassed revenue targets by leveraging advanced forecasting techniques, monthly sales planning, and ROI-driven strategies aligned with market demand and dealer performance metrics.
- Conducted financial evaluations of channel partners and optimized distribution efficiency, ensuring working capital alignment, stock rotation, and credit exposure management.
- Improved operational efficiency by analyzing product movement, cost-to-serve data, and dealer-wise profitability, enabling smarter resource allocation and inventory optimization.
- Collaborated cross-functionally to drive financial discipline in budgeting for trade marketing, in-store branding, and dealer incentives, ensuring alignment with fiscal targets and ROI benchmarks.
- Enabled data-backed decision-making by tracking KPIs, synthesizing market intelligence, and producing actionable insights for regional leadership on pricing strategy, scheme effectiveness, and margin management.
- Strengthened ecosystem profitability through structured incentive planning, stakeholder training, and loyalty-driven programs aimed at increasing customer lifetime value and reducing churn.

INTERNSHIP EXPERIENCE (MBA)

Praedico Global Research Pvt Ltd (13 FEBRUARY - 23 MAY, 2023)

- Conducted in-depth research and analysis on Indian and global stock markets using fundamental and technical analysis tools, delivering comprehensive reports that supported strategic decision-making.
- Promoted financial literacy by actively engaging in business development initiatives, organizing seminars and workshops, and presenting tailored solutions to clients.
- Built and nurtured client relationships through direct engagement, cold calling, and networking, achieving lead generation and successful sales conversions.
- Streamlined operations by maintaining meticulous client interaction records, adhering to organizational standards, and driving awareness of financial products in the market.

LIVE PROJECT

- Acquired expertise in stock, forex, and commodities trading through technical analysis, fundamental ratio evaluation, and risk management practices.
- Bridged theoretical knowledge with real-world applications via Demat account operations, trading simulators, and strategic decision-making exercises.

AWARDS AND RECOGNITION

- Awarded a Certificate of Appreciation for exceptional performance in business development tasks during the summer internship, recognizing my ability to generate leads, foster client relationships, and contribute to the organization's growth initiatives.

INTEREST

- Travel
- Badminton

EXTRA-CURRICULAR ACTIVITIES

- Actively participated in the "Investors Awareness Program" conducted by Money Matrix, gaining insights into the fundamentals of investing and the importance of financial literacy.
- Attended the 2-day Traders' Acceleration Program organized by Eco Biz Club, enhancing my knowledge of trading strategies and market dynamics through hands-on learning.
- Completed a comprehensive workshop on Digital Marketing by UpGrad, acquiring practical skills in SEO, content marketing, and social media strategies to drive online business growth.
- Attended the Investor Awareness Program workshop by BSE Institute, learning about investment options, risk management, and financial planning.
- Engaged in the corporate talk series by Mr. Anil Bhasin on "Campus to Corporate: gaining valuable insights into career development, professional growth, and corporate expectations."