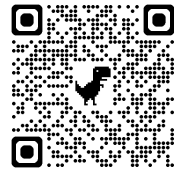


# KIRAN JALA

Rudravaram, Pamulapadu, Nandyal, 518401

Email: [kiranrasarit@gmail.com](mailto:kiranrasarit@gmail.com) | Phone: 9100564064

LinkedIn: <https://www.linkedin.com/in/kiranrasarit> | Website: <https://rasarit.github.io/Mysite/>



## PROFESSIONAL SUMMARY

Ambitious Agribusiness Management (ABM) professional with expertise in market analysis, vendor management, and supply chain management. Adept at developing customer insights, negotiating with stakeholders and driving category growth. Strong understanding of inventory planning, merchandising, and promotional strategies to enhance market presence. Passionate about leveraging data-driven decision-making and industry best practices to drive sustainable business expansion.

Open to relocate.

## EDUCATION

### MBA - Agribusiness Management (2023 – Present)

*Institute of Agri Business Management, Tirupati*

### BSc (Hons) Horticulture (2018 – 2022)

*Kadiri Babu Rao College of Horticulture*

*Dr. YSR Horticultural University*

## WORK EXPERIENCE

### Field Data Analyst | Prakritiaan Millet (Dec 2024 – Jan 2025) *Through LinkedIn - Remote*

- Conducted market research and competitor analysis for **India-Nepal trade**.
- Provided strategic insights for **branding, pricing, and customer targeting**.
- Assisted in developing **data-driven marketing strategies**.

### Marketing Intern | Akshayakalpa Organic (Oct 2024 – Nov 2024) *Through IABM Tirupati*

- Assisted in **inventory tracking and order management** to streamline operations.
- Implemented **customer engagement strategies** to boost sales.
- Analysed **market trends** to identify opportunities for business growth.

### Digital Marketing Intern | Fasal Mandi (Oct 2024 – Oct 2024) *Through LinkedIn - Remote*

- Optimized **product listings** for increased visibility and conversions.
- Conducted **SEO and market research** to enhance digital presence.
- Supported **e-commerce growth initiatives** to improve customer reach.

## SKILLS & COMPETENCIES

- Sales & Market Research
- Data Analysis - Power BI, SQL & Excel
- Digital Marketing & SEO
- Customer Engagement & Retention

- Negotiation & Communication

---

## PROJECTS & TRAINING

### Experiential Learning Program (2021 – 2022)

- ✓ Managed procurement and sales for **greenhouse produce**, generating significant revenue.

### Rural Horticultural Work Experience (2021)

- ✓ Engaged with **farmers and rural communities** to analyse production cha

### Understanding Customer Satisfaction Ratings Towards RTE Foods Using Ordered Logit Regression (2024)

- ✓ Conducted analysis using ordered logit regression to evaluate factors influencing customer satisfaction with Ready-to-Eat (RTE) foods.
- ✓ Identified **taste, price, and packaging** as the most significant determinants of satisfaction, highlighting consumer preference for both quality and value.

---

## Certifications & Training Programs

- **Advanced Excel & Power BI** (ANGRAU, 2024)
  - (Data visualization, dashboards, Excel automation)
- **30 days SQL Micro Course**
  - (Database querying, joins, filtering, data handling)
- **30 days Power BI Micro Course**
  - (Data modelling, DAX formulas, report creation)
- **Digital Marketing Workshop** (Jobaaj, 2024)
  - (SEO, social media marketing, analytics tools)
- **Lean Six Sigma AI Yellow Belt Certified**
  - (Process improvement, quality control, AI tools)
- **Zoho Inventory Webinar** – Zoho Corporation, 2024
  - (Inventory control, order management, system integration)

---

## ACHIEVEMENTS & LEADERSHIP

- ✓ **Runner-Up – VAMNICOM Pune SPARDHA 2024** (*Treasure Hunt Competition*)
- ✓ **Active Member** – Finance Club & Industrial Visits Club, IABM
- ✓ **NSS Volunteer** – Community development participation

---

## LANGUAGES

- English (Fluent)
- Telugu (Native)
- Hindi (Proficient)

---

## DECLARATION

I hereby declare that the information provided in this resume is true and accurate to the best of my knowledge.

*Kiran*