

PARITOSH RUPNAR

associate business analyst

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- Solapur

SUMMARY

I am a results-driven MBA Marketing graduate with a strong passion for sales and marketing development. With a keen interest in user experience, market research, and data-driven decision-making, I aim to build and scale products that solve real-world problems. I have hands-on experience with tools like Jira and Asana, and my strengths include problem-solving, stakeholder communication, and user-centric thinking

EXPERIENCE

StepUp Realty, Pune

05/2023 - 07/2023

Sales and Marketing Executive Intern

Arealestatecompanyfocusedon property sales and client engagement

- Prospected and engaged with 75+ potential clients, assisting them in finding suitable properties
- Conducted 20+ property tours, providing in-depth insights to buyers and investors
- Delivered 10+ sales presentations, showcasing property features and benefits
- Assisted in negotiating deals worth 84 lakhs
- Conducted market research on 100+ properties, analyzing pricing trends and demand
- Improved lead conversion rate by 30% through effective client communication and follow-ups

InternCourse, Remote

01/2025-04/2025

Product development Intern

E-learningplatform

- Assisted in market research and competitor analysis to support product strategy and decision-making.
- Created user personas, wireframes, and basic product requirement documents (PRDs) to aid in feature development.
- Collaborated with cross-functional teams on real-time projects, gaining hands-on experience with tools like Notion, Figma, and Google Workspace.

Laneway India pvt. Ltd., Bangalore

04/2025 - 05/2025

Marketing specialist Intern

Laneway.in- Fashion&Lifestyle E-commerce

- Led end-to-end marketing campaigns including Nike Summer Drop, Weekend Best Offers, and Bumper May Dhamaka.
- Designed performance-driven creatives: posters, banners, Instagram posts/stories, WhatsApp promotions, and reels.
- Crafted personalized branding for leadership (CEO & HR) on LinkedIn to enhance visibility and engagement.
- Developed SEO blog task briefs and coordinated with interns for content marketing execution.
- Created emailers, WhatsApp broadcasts, and landing page copy aligned with campaign goals.

EDUCATION

SaiBalaji International Institute Of Management Sciences, Pune

2022-2024

MBA(Marketing)

- Vice Magazine Secretary
- Head of Academics (VISTA 2K23)
- Presentations, club activities, guest seminars
- **Skills:** Digital Marketing, Advertising, Team Management, Written Communication

Vasundhara Mahavidyalaya, Solapur

2020-2022

BA-English Literature

- Youth Festival, Speech & Writing Competitions
- Several articles published in newspapers
- **Skills:** Public Speaking, Travel Coordination, Written Communication

SKILLS

- **Product Tools:** Jira, Trello, Asana, Miro
- **Methodologies:** Agile & Scrum, Product Roadmapping, A/B Testing
- **Tech Stack:** React.js, Webflow, WordPress, Elementor
- **Analytics:** Microsoft Power BI, Data Visualization
- **Soft Skills:** Communication, Strategy, Quality Management

PROJECTS

1. The Real Estate Sector with a Focus on Negotiation

Project focused on negotiation strategies within the real estate sector

2. BorrowBay - Peer-to-Peer Rental Marketplace

- Designed and built a hyperlocal platform using WordPress (WooCommerce, Astra, Elementor).
- Developed scalable homepage & login using React.js.
- Managed product roadmap, user journey, and marketplace logic.
- Grew brand presence via Instagram and Facebook marketing.
- Focused on solving local inventory-sharing challenges through tech.

CERTIFICATIONS

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| • Product Management: Building a Product Roadmap
- NASBA | • Product Management
- Great Learning |
| • Product Management Program
- LinkedIn | • Project Quality Management
- Great Learning |
| • Product Strategy
- LinkedIn | • Data Visualization with Power BI
- Great Learning |
| • Generative AI Mastery
- Be10x | • Webflow 101
- Webflow |

EXTRAS

- **Languages:** English, Hindi, Marathi
- **Hobbies:** Content Creation, Design, Exploring SaaS Tools
- **Availability:** Open to relocation & remote work