

**MBA in Finance & Marketing -Word Education Services (WES) Verified Educational Credentials
ITELTs score-7.5, DE Rantau Nomad Pass Holder**

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PROFESSIONAL EXPERIENCE

Sales Head, Business to Government Sales
ConveGenius, BanjaraHills, Hyderabad

(Aug 2022 – Till Date)

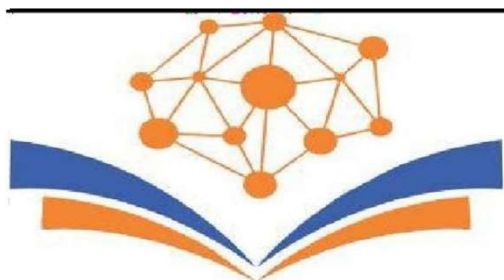


ConveGenius
Nudging Education

- Spearheaded **Business-to-Government (B2G)** sales initiatives, promoting Vidya Samiksha Kendra (ERP) to State governments, Driving substantial revenue growth.
- Achieved a remarkable **revenue milestone of 18 Crore** for the fiscal year 2023-2024.
- Established strong relationships with key stakeholders, including IAS officers from **Tamil Nadu, Bihar, Jammu & Tripura**, and engaged with officials from Union Territories like **Pondicherry & Andaman**, successfully advocating for the adoption of our solutions.
- Strategically **recruited and managed channel partners** in targeted states to bolster product sales and market penetration.
- Demonstrated commitment by **undertaking extensive travel**, dedicating 6/7 days a week to fulfill sales objectives and client demands.
- Provided invaluable support to sister concern company CGI during the execution of the ITK-Tamil Nadu assessments project, **overseeing operations** across 8 districts in Tamil Nadu in March 2023.
- Led **recruitment and training efforts, onboarding 20 interns** to conduct branding activities within private schools in Hyderabad in January 2023.
- Played a pivotal role in operational logistics for the Vidya Samiksha Kendra success meet, a collaborative event between the Gujarat State Government and CG, held in Ahmedabad in January 2024.

Founder, Student & employee skill development
Shine Projects, Thub-Hyderabad, India

(Jun 2014 – July 2022)



SHINE TM
PROJECTS

- Founded **Shine Projects**, an education company (www.shineprojects.in) aimed at **student and employee skill development**
- **Trained 3 Lakh + seekers** in **Financial Markets** domain via online webinars & courses
- Generated a highest revenue of 1.7 Crore (220,000 USD) revenue for FY 2021-2022 with a **50% profit margin**
- Extensively taught live "Financial Markets workshop" (<https://www.shineprojects.in/financial-markets-course>) that fetched us a remarkable **4.8/5 rating in the Google** (<https://g.co/kgs/yv5XP>) and made me a famous personality over the **LinkedIn** ([linkedin.com/in/venkatasriharsha](https://www.linkedin.com/in/venkatasriharsha))
- **Provided internships** to BBA and MBA students from top universities in India in the marketing & HR domain
- Improved the platform as a market place to accommodate **70+ courses**
- Exited the business by selling it for 3 Crores at the right time due to a tremendous downfall in sales after UG and above colleges were re-opened for offline classes

IT, FINANCIAL AND OTHER SKILLS

- MS office
- **Typing speed** – 45-50 W.P.M.
- **Presentation and speaking skills** in addressing the mass gatherings
- **Highest level of conceptual understanding** in the topics of Equity & Debt markets, Derivative markets, Crypto currencies, Mutual Funds, Insurance & Macroeconomics
- Running a successful **Youtube channel** <https://www.youtube.com/c/ShineProjects> to post daily share markets (Derivatives) analysis videos that attract 2-3k views per video
- **Conversational fluency** in **English, Tamil, Hindi & Telugu** languages
- **Article writing** skills

EDUCATION

- **M.B.A in Finance and Marketing specializations** from GITAM INSTITUTE OF MANAGEMENT, **GITAM UNIVERSITY, Vishakhapatnam, India (2012-14)**
- Bachelor of Engineering specialized in **Electrical & Electronics Engineering** from Viswanadha Institute of Technology & Management, Visakhapatnam, India **(2008-2012)**
- Intermediate (in Maths, Physics & Chemistry) from Sri Chaitanya Junior College, Hyderabad, India in 2008
- S.S.C from Vedic Vidhyalaya High School, Hyderabad, India in 2006

SCHOLASTIC ACHIEVEMENTS & CERTIFICATIONS

- Completed **NISM series V-A** Mutual funds certification in Apr 2024
- Completed **IRDA Insurance** certification in Jun 2022
- Completed **certification module** on **Integrated Financial Modeling** from **Bombay Stock exchange** in Feb 2015
- **BNP Intuition Certification module** on **Corporate Valuation & Ratio Analysis** with **92%** score in Jul 2014
- **NCFM Module** on **Equity Derivatives** with **84%** score in Oct 2013
- **NCFM Module** on **Mutual Funds** with **77%** score in Aug 2013
- **NCFM Module** on **Financial Markets** with **78%** score in Jun 2013
- **Business English Certificate Intermediate/Council of Europe Level B1**, Cambridge English Language Assessment from Cambridge University in Dec 2012

PUBLICATIONS

- **Published: “Risk Profiling” for small cap funds.** The idea was to guide Mutual Fund advisors (or agents) in judging the suitability of investors for investment into small cap Mutual funds. This was published in the Economic times on 14th December 2020
- **Worked with training department** of “Pragada wealth services” Vishakhapatnam Between Jan – Feb 2017 in **preparing & publishing training content** for them on the below topics:
 - 1) Algorithmic trading and its impacts on stock markets
 - 2) A study on tax avoidance by companies & tax heavens
 - 3) Financial Bubbles and their negative impacts
 - 4) Fiat money system and Fractional reserve banking &
 - 5) Impact of interest rates on Stock markets
- **Published: Economy can be restructured**, an Opinion article stating the current political and economic problems in India and their remedies, in the website www.baynews.in on 27th June 2014
- **Published: State Bifurcation Can be Favorable**, an Opinion article stating the economic benefits of A.P. bifurcation, in the 17th edition of HR Connxions, BNP Paribas on 20th March 2014
- **Published: Stock Split and Its Impact**, a Research article stating the impact of Stock Split on the scrip’s price, in the website www.finmarketguru.com on 02nd November 2013
- **Published: Threats and Risks to Indian Stock Market**, an Opinion article highlighting the current threats to Indian Stock Markets, in the website www.finmarketguru.com on 16th October 2013

GUEST LECTURES

- Conducted a workshop for **middle & top-level management at Alfa Laval** Company on the topic - **“Portfolio Analysis and Management”**, August’21
- Conducted an online webinar on **“Stock markets”** and issued certificates via www.shineprojects.in to MBAs students of IIM SIRMAUR, June’21
- Conducted a session on **“Life Insurance & Mutual funds”** with employees at Reliance Nippon Life Insurance, June’21
- Conducted an online webinar on **“Stock markets”** and issued certificates via www.shineprojects.in to B.Tech students of IIT Delhi, June’21
- Conducted a practical session on the aspects of **“SPOT trading (Intraday) and Derivative trading (F&O)”** via ICICI direct platform to final year MBA Finance students at GITAM Institute of Management, February’21

- Delivered a session on **“Role of youth in social service”** and how www.shineprojects.in is helping youth in becoming industry ready. **The event was telecasted in Global TV, V4News, Malanadu TV, V4Stream, News Gaon Se, SAMVAAD SAROKAR NEWS**, January’21
- Trained and issued certificates to the MBA students at **IIM-Amritsar** in the field of **“Sales & Marketing”**, October-November’20
- Trained **MBA FINANCE students from Symbiosis**, Pune on **“Share markets”** domain and issued certificates, November’20
- Trained and issued certificates to commerce students of **NMIMS, Mumbai** on **“Share Markets”**, October’20
- Conducted live **“Share Markets”** webinar to **BBA & MBA students at GITAM UNIVERSITY**, September’20
- Conducted Live **“Share Markets”** training to students at **Lovely Professional University**, Jalandhar, September’20
- Took up **“Share markets”** awareness campaign in collaboration with **“Harmony wealth consultants”** to the Ultra HNI investor segment in **LANCOHILLS, Hyderabad**, September’19
- Conducted a **“Mutual fund awareness”** program for **IT employees under “Tech Aspect”** company, Hyderabad in collaboration with **UTI Mutual Funds**, June’18
- Awarded guest lecture on **“Financial markets & stock markets”** to the commerce students in **SP Jain school of Global Management, Dubai** in August’17
- Took up internship course for 2 Months in the **“Marketing Domain (Life Insurance)”** for the final year Commerce students at **Avinash College of Commerce, Hyderabad**, September-November’16
- Awarded a guest lecture on **“Analyzing markets and financial products”** to the final year MBA students in **VJIT college, Hyderabad** in September’16
- Conducted workshop on **“Macro Economics and financial markets”** in **Avinash college of commerce, Hyderabad** in July’16.
- Took up investor awareness program at **Madhi financial services, Chennai**, in co-ordination **with BSE**, June’16
- Delivered a session on **“Stock markets and Mutual Funds”** in the investor meet program organized by **BSE** in **Madhi Financial services, Chennai** in January’16

Sports

- **Gold medal** in **BNP Paribas GSO Chennai Chess Championship, 2014**
- **Silver Medal** in **GITAM Inter collegiate Chess Championship 2013**
- Represented **GITAM University** in **All India Inter University Chess Championship 2012**, held at **Calicut, Kerala**
- **3rd place** in Chess for **JNTU, KKD, Central Zone Inter University Championship, 2010-2011**
- **2nd place** in Chess at **State Open Tournament (State Level)** organized by **South Central Railway, Sec-Bad** in 2005