



# ANKITA SUNIL CHAVAN

## EDUCATION

- **MBA- MARKETING MANAGEMENT**  
MIT -College of Management  
MIT-ADT University, Pune  
2021-2023  
Secured: 7.14 CGPA
- **B.COM BANKING AND FINANCE**  
Baburaoji Gholap Art, Science, Commerce College  
Sangavi, Pune.  
Savitribai Phule Pune University  
Passing Year:2021  
Secured: 74.5%
- **H.S.C Science**  
Vidya Pratisthan Art, Science, Commerce College  
Baramati.  
Board- MSBTE  
Secured: 58.62%
- **S S C ( S c h o o l )**  
Shri. Gopinath Vidyalay Varvand, Dist- Pune.  
Maharashtra State Board  
Secured: 86%

## PROFILE

- An MBA Marketing Management Graduate and published researcher on CRM.
- To secure a challenging position in a reputable organization to expand my learnings, knowledge, and skills.
- To get an opportunity where I can make the best of my potential and contribute to the organization's growth.

## CONTACT

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[ankita1411chavan@gmail.com](mailto:ankita1411chavan@gmail.com)

**ADDRESS:**  
**Current:** Pune  
**Permanent:** Pune

## PROJECTS

**Final MBA Project:**  
**To Study an Impact of CRM on Brand Loyalty in special reference with Star Health and Allied Insurance Co. Ltd.**

## WORK EXPERIENCE

- **Name of Company:** Tirumalla Tirupati Multistate Co-operative Society Ltd.  
**Designation:** Customer Relationship Executive (Intern)
  - To work with credit co-operative societies members and explain the schemes which are provided by the institution.
  - Consumers awareness about the products and services provided by TTMSCCSL.
  - The key accountability of the marketing trainee is to acquire new members around the branch catchment area.
  - To build strong relationship with internal team to leverage existing relationships from SME.
  - To conduct low-cost micro marketing activities around catchment area for lead generations.

## EXTRA CURRICULAR ACTIVITIES/ACHIEVEMENTS

### Competitions participated into

- 5th National Conference on Innovative Global Technology Trends in Art, Design Technology, and Management Vedic Science, Education, Architecture, and Film & Media Institute Name: MIT Art, Design and Technology, Pune 25 Mar, 2023 - 28 Apr, 2023
- Case Study Development Institute Name: MIT Art, Design and Technology, Pune

## LANGUAGES KNOWN

ENGLISH

HINDI

MARATHI

KOREAN

## SOFTWARE PROFICIENCY

MS PowerPoint

MS Word

Microsoft Excel

IBM SPSS

Tally ERP 9

### Achievements

- Certification: Microsoft Excel, Tally ERP 9, Digital Marketing.
- Government Drawing Examination Elementary & Intermediate Certificates.

### Paper Publication

- To Study an Impact of CRM on Brand Loyalty in special reference with Star Health and Allied Insurance Co. Ltd. Academy of Marketing Studies Journal ABDC - B Category  
Mentor: Dr. Vijaya Amitesh Gondane  
Key Skills: Customer Relationship Management  
The result shows that trust, commitment, communication leads to customer satisfaction hence it has a positive impact on Brand loyalty. All above factors to be interlaced and concluded that customer relationship management had an impact on brand loyalty. Trust, commitment and communication all the factors are essential and for customer satisfaction. Study has concluded the positive impact on Brand loyalty. So, company needs to focus on how customers can be more satisfied which can affect the overall CRM. As Customer relationship management plays crucial role and a better way to build up a long-term relationship which leads into Brand loyalty. This can be used further a strategy to create close relationship with customers in business value chain for mutual benefit, which proactively solve the problems aroused in the business and to enhance brand loyalty of the company. Research has shown that happy & satisfied customers can improve company's success with a trust, commitment and better communication with their valued customers.

I hereby affirm that the information furnished in this form is true and correct.

Place: Pune

Ankita Sunil Chavan