Ram Arora

Website: ramarora09.com
LinkedIn: linkedin.com/in/ram-arora-7a7316354/
Email: ramarora0132@gmail.com
Mobile: +91-6395929182



SKILLS SUMMARY

Tools/Platforms: MS-Office, MS-Excel, PowerPoint, Google Sheets
Technical Skills: Financial Statement & Ratio Analysis, Capital Structure Analysis, Peer Benchmarking, Accounting Basics, Investment Research, Portfolio Tracking
Power Skills: Negotiation, Adaptability, Business Analysis, Communication, Analytical Thinking
Languages: English, Hindi, Punjabi

PROFESSIONAL SUMMARY

Economics (Honors) graduate pursuing an MBA at Lovely Professional University, with academic experience in corporate finance, statistical research and marketing. Interested in finance, banking and business analytics. Comfortable with Excel-based analysis and personal investing.

RESEARCH WORK/ PUBLICATIONS

An Analysis of Sources of Finance and Financing Strategy of Exide Industries Limited — Sep 2026

Co-author | Corporate Finance I — **Selected for publication**

- Analyzed financing sources, capital structure and financial performance over FY2021-22 to FY2025-26.
- Benchmarked Exide against Amara Raja and HBL Engineering using financial ratios and annual reports.

Project Report on Disease Burden and Life Expectancy Trends: Implications for the Pharmaceutical & Health Insurance

PROJECTS/ LIVE PROJECTS

Rooh-e-Attar | Marketing & Sales — Group project

- Co-developed an affordable attar brand. The team recorded **₹51,650 in sales revenue**.
- Applied STP, brand identity and packaging. Promoted fragrances through Instagram posts, reels and stories.

Comparative Health & Socio-Economic Study | Research Methodology — Oct 2026

- Analyzed 12 World Bank indicators across India, China and the US (2019-2023, 15 observations).
- Used Python (pandas, SciPy, Matplotlib) for descriptive statistics, correlation, regression and forecasting.

HR Professional App Design | HRMM504 — In progress

- Project scope: assess HR apps, define user personas, and prioritize onboarding, attendance and employee self-service features.

CERTIFICATIONS/ CERTIFICATES

- Managing Your Personal Investments | LinkedIn Learning — Oct 2026
- Asset Classes and Financial Market Fundamentals | LinkedIn Learning — Oct 2026
- Corporate Finance Foundations | LinkedIn Learning — Oct 2026
- Artificial Intelligence and Business Strategy | LinkedIn Learning — Sep 2026
- NISM Series XII - Securities Market Foundation
- Financial Markets Management (NSQF Level 4) | CBSE / NSE Academy — May 2023
- NISM Series V-A - Mutual Fund Distributor Certification — Pursuing
- AI Literacy Essentials Program | EY
- Excel Modelling and Stock Trading

EXTRA-CURRICULAR ACTIVITIES/CO-CURRICULAR ACTIVITIES

- Organized and led Personal Finance and Investment workshops for the Economics Society | PU
- Member of the Commerce and Management Society | PU

EDUCATION

- **Lovely Professional University** — Phagwara, Punjab
  Master of Business Administration - Pursuing — 2026 - 2028
- **Panjab University** — Chandigarh
  Bachelor of Arts (Hons.) Economics; Percentage: 61% — 2023 - 2026
- **Rainbow School** — Saharanpur, UP
  Intermediate; Percentage: 86% — 2022 - 2023