

# JOYAL BIJY VADAKKEDAM

Vadakkedam (H)  
Pulincunoo, Alappuzha

☎ 8943206725

✉ [joyalbijy12@gmail.com](mailto:joyalbijy12@gmail.com)

[joyalbv.mba2325@saintgits.org](mailto:joyalbv.mba2325@saintgits.org)

📁 <https://www.linkedin.com/in/joyal-vadakkedam>



## CAREER OBJECTIVE

Motivated individual with a Bachelor's degree in Commerce and a Master's degree in Business Administration, eager to apply my knowledge and skills to a demanding role in marketing to develop strategies that drive both growth and profitability, while learning and growing in a collaborative environment.

## EDUCATION

Course	Institute	University	Year of Passing	CGPA
MBA	Saintgits Institute of Management, Kottayam (Marketing & Operations)	APJ Abdul Kalam Technological University (Autonomous)	2025	6.9
Bcom Computer Applications	Kristu Jyoti College of Management and Technology, Kottayam	MG University	2023	5.4
12 <sup>th</sup>	Kuriakose Elias English Medium School, Kottayam, Kerala	Directorate of Higher Secondary Examination	2019	7.6
10 <sup>th</sup>	Fr. Thomas Porukara Central School, Alappuzha	CBSE	2017	8.2

## Academic Project

- Advertising an Effective Tool for Marketing a Product & It's Impact on Society (UG Project - March 2022)
- Impact of AI Service Quality, Perceived Intelligence, and User Satisfaction on Gen Z's Continuance Intention of AI-Driven Customer Support in E-Retailing. (PG Project- April 2025)

## Internship

Digital Marketing Internship at Leeco Cucina (Sub-brand of Wurfel)

June -July 2024

- Handling Social Media & Digital marketing Activities
- Presales & Area mapping
- Competitor Analysis
- Customer Relation and Showroom sales

## **CERTIFICATIONS**

- NPTEL Soft Skill - IIT Roorkee, July-October 2023
- Foundations of Project Management - Google by Coursera, January 2024
- Leadership and Team Effectiveness (NPTEL) – IIT Roorkee, February-May 2024
- Social Media Marketing for Small Business- LinkedIn Learning- January 2025
- SEO Foundations- LinkedIn Learning- January 2025

## **EXTRACURRICULAR ACTIVITIES**

- Committee Head – Purchase Committee for SIMTHESIS 16.0 at Saintgits Institute of Management, Kottayam (October 2024)
- Coordinator for Simgala (Trade Fair), at Saintgits Institute of Management, Kottayam (March 2025)
- Presented paper in ‘Berchmans National Conference 2025’ on Industrial Transformation.(March 2025)
- Participated in ‘Caligo’ National Level Management fest conducted by Marian College Kuttikkanam. (2023 & 2024)
- Participated in TRAMA meeting. (2023)
- Participated in TEDxKCMT COUNDDOWN. (2021)

## **SKILLS**

### **Soft Skills**

- Time Management
- Decision Making
- Communication
- Critical Thinking
- Fast Learner

### **Technical Skills**

- MS Powepoint
- MS Word
- SEO Submissions
- Digital marketing platforms

## **LANGUAGE**

- English : Proficient
- Malayalam : Expert
- Hindi : Intermediate
- Tamil : Intermediate

## **REFERENCE**

- Ms. Meera Michael  
Assistant professor  
Saintgits Institute of Management  
Ph no. +91 9847833181  
Gmail: [meera.m@saintgits.org](mailto:meera.m@saintgits.org)

**DECLARATION**

I, Joyal Bijy Vadakkedam hereby declare that the above particulars of fact and information are true and complete to best of my belief and knowledge.

Place: Pulincunnoo

Date: 05/05/2025



Joyal Bijy Vadakkedam