

SYED YAHYA FARHAN

BBA STUDENT | BUSINESS & DATA ANALYTICS | MARKETING |
BUSINESS DEVELOPMENT | MICROSOFT EXCEL

CONTACT

+917396254201
yahyafarhanpersonal@gmail.com
[linkedin.com/in/syed-yahya-farhan](https://www.linkedin.com/in/syed-yahya-farhan)
Hyderabad, Telangana, India

SKILLS

Microsoft Excel
Data Analysis
Business Development
Marketing
Business Communication

EDUCATION

St. Joseph's Degree College
BBA with Entrepreneurship Development Program
2024-2027
Tapasya Junior College
Business/Commerce
2021-2023
International Indian School, Jeddah
2018-2019
Yara International School, Riyadh, KSA
2010-2018

LANGUAGES

English: Fluent
Urdu: Native
Hindi: Conversational

PROFILE

BBA student building skills in business, data analytics and marketing, with practical exposure to customer outreach, product presentation, entrepreneurship and brand development. Currently developing analytics capabilities to support data-driven business decisions.

EXPERIENCE

Independent Business & Customer Outreach

Herbalife Products, Hyderabad

- Conducted customer interactions and product demonstrations to communicate product information and understand customer requirements.
- Developed customer relationships through direct outreach, follow-ups and social media communication.
- Gained practical exposure to customer engagement, sales processes and entrepreneurial activities.
- Managed communication and follow-up activities independently.

PROJECTS

AQUVIA – Brand Repositioning Project

Herbalife Products, Hyderabad

- Developed AQUVIA as a proposed rebranding concept for Bisleri aimed at increasing appeal among Gen-Z consumers.
- Worked on brand positioning and consumer-oriented presentation of the proposed product identity.
- Finalist – Product Rebranding Competition, 2023

Tools:

Microsoft Excel, Microsoft Word,
Microsoft PowerPoint, Adobe
Photoshop, Adobe Illustrator

Professional:

Communication, Team Collaboration,
Time Management, Critical Thinking,
Adaptability

CERTIFICATIONS

- Artificial Intelligence Fundamentals – IBM, 2025
- Getting Started with Artificial Intelligence – IBM, 2025
- Industry Connect Program (ICP) – Masqati Dairy
- Financial Literacy Program – Kona Kona Shiksha
- NISM & Kotak Securities Program – February 2025

ACHIEVEMENTS & ACTIVITIES

- Finalist – Product Rebranding Competition, 2023
- Member – College Marketing Club, 1 year
- Participant – Inter-College Business Quiz, 2023
- Volunteer – Ramadan NGO Food Drive, 2022
- College-level Badminton Player