

ASHOK SUNUWAR

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EDUCATION

Coventry University London

BA (Hons) Global Business Management | Expected 1:1

Expected graduation: April 2027

Khwopa Polytechnic Institute

Diploma in Civil Engineering | First Division

2023

EXPERIENCE

Marketing & Business Development Intern | Prime Intelligence

September 2026 – November 2026

- Expected to conduct market, competitor, and customer research to identify growth opportunities and inform commercial strategy
- Expected to identify and evaluate potential distributors, retailers, and business partners to support market expansion and B2B growth
- Expected to support B2B lead generation and outreach across email, telephone, and LinkedIn, tracking leads and follow-ups

BCG Strategy Consulting Job Simulation | Forage

January 2025 – February 2025

- Learning Benchmarked three financing models against telecom P&L, isolating revenue uplift, working-capital costs, and default risk to forecast impact
- Designed 15-question consumer survey using trade-offs to identify high-propensity segments and quantify willingness to accept longer terms
- Synthesised market research, competitor financials, and survey data into executive recommendations, stakeholder risk mitigations, and phased rollout timeline

Data Annotator | Cloud Factory (Pre-University)

May 2023 – April 2024

- Annotated and validated thousands of aerial property images to train AI models for real-estate asset evaluation
- Identified edge cases in structural data and escalated ambiguities to refine project taxonomy guidelines
- Collaborated with QA leads to implement real-time feedback loops and reduce annotation error rates

ACADEMICS RESEARCH

Undergraduate proposal: Theoretical-review research in Organisational Behaviour

May 2026 – August 2026

- Represent Conducted a theoretical review examining informal knowledge-sharing challenges within remote work environments
- Critically challenged distance-based explanations by examining visibility, accountability, and workplace reciprocity
- Developed the original concept of “visibility-contingent reciprocity” to explain declining informal knowledge-sharing

Undergraduate research on international market entry from Sweden to UAE

May 2026 – August 2026

- Conducted PESTLE and Porter’s Five Forces analysis to assess UAE healthcare market-entry opportunities
- Evaluated international entry modes and developed strategic approaches to mitigate market-entry risks
- Applied the institution-based view to understand regulatory and institutional factors influencing international expansion

PROJECTS

Nasdaq-100 Market Analytics Dashboard

December 2025 – Present

- Built a self-initiated live dashboard analysing all 95 Nasdaq-100 companies across 7-time horizons to rank movers and surface momentum and trend shifts
- Paired each major price move with its news driver (earnings, analyst actions, sector rotation), turning raw data into decision-useful market narrative
- Taught myself Python to build an automated pipeline that refreshes and publishes the analysis after every market close, showing initiative and technical literacy

Consumer Credit Expansion Case, Currys plc

February 2025 – April 2025

- Built seven-stage Evidence-to-Decision framework, translating BCG simulation deliverables into repeatable consulting methodology and executive-ready outputs.
- Assessed Currys’ case for expanding consumer credit beyond 23.7% UK&I sales, reframing constraints around promotional subsidy.
- Developed 19-page playbook and six templates covering decision framing, financial modelling, research, stakeholder alignment and executive synthesis.

HONORS & AWARD

Classified Free Scholarship

July 2016

- Recipient of 100% merit-based government scholarship for the TSLC

LEADERSHIP & VOLUNTEERING

Undergraduate Course/School Representative

Jun 2024 – Present

School of Business & Management, Coventry University London Campus Students Union