

Aaditya Prabhu M

PGDM in Marketing with Analytics Minor - Equipping for Sales & Service



THOMAS PROFILE COMPETENCIES

Communication Style
Interpersonal Skills
Influencing & Listening Skills

TECHNICAL SKILLS & CERTIFICATIONS

MS Excel - Beginner
SPSS - Beginner
Content Marketing from HubSpot
Inbound Sales from HubSpot

INTERESTS & HOBBIES

Cricket
Cooking
Traveling
Singing

REACH ME AT

MOBILE NUMBER
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Domicile
Mangalore, Karnataka

LANGUAGE

English & Hindi
(Reading, writing, speaking, and listening)
Konkani, Kannada, Marathi & Tulu
(Speaking and listening)

CAREER OBJECTIVE

I would like to build a career in Sales & Service because it plays to my strengths. I believe I will enjoy the challenge involved in identifying customer value propositions, winning deals, exceeding my sales targets, and developing lasting relationships with my customers.

INDUSTRY PROJECT(S)

Organization: PepsiCo – via Forage
Topic: Sales at PepsiCo
Summary: Learned to form a sales pitch according to a case study provided by PepsiCo

ACADEMIC PROJECT(S)

Organization: Penna Cements
Topic: Request for Problem (RFP)
Objective: Finding out the future of the premium segment in the cement industry and its relevance in the long run. (*Project in Progress*)

Topic: Research Incubation (RI) in Advertising, Media, and Entertainment Industry
Objective: Developing sales strategies to redevelop the business idea for Carnival Cinemas. Designing a solution to bring them back to business. (*Project in Progress*)

Organization: Sapna Book Mall
Topic: Design Thinking Project
Outcome: Devised a strategy to position products in the book mall to retain existing customers and attract future prospects.

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Marketing | Analytics Minor |
Jagdish Sheth School of Management | Class of 2024 | **CGPA of 7.3**
Bachelor of Commerce | MAPS College, Mangalore | 2020 | **80.2%**

PAST EDUCATION

Higher Secondary with Commerce | St. Aloysius PU College | 2018 | **89%**
Secondary School | S. Cadambi Vidya Kendra Eng. Sec. School | 2016 | **86.50%**

ACCOMPLISHMENTS & ACTIVITIES

- **Operation Head**, External Relations and Placements Committee 2022-2023
- Presented a **Research Paper Abstract** at PRISM 2022 (IIM Nagpur Conference) on the topic “Sustainable Strategy and Organizational Performance Post Covid: A New Normal for MSME Owners”
- Participated in **HUL L.I.M.E 2022** (Marketing Domain Contest) and **IIMB Business Quiz 2022**
- **President** of the Student Council of UG College (2020-2021)
- **Guest Speaker** at multiple high schools of Mangaluru on the topic “Soft Skills”
- **Leader** of Navigate, a State-level Intercollegiate Management Fest hosted by our UG College (2019-2020; 2020-2021)
- **Creator** of V-Combat, my UG College’s first-ever Online Management Fest during the CoVID Pandemic (2020)