



Om Sawarkar

*PGDM in Marketing with Analytics and Innovation & Entrepreneurship Minor
- Equipping for Sales and Service*



CAREER OBJECTIVE

Seeking a dynamic role in Marketing, Sales & Service domain, where I can apply my marketing expertise to drive business growth. With a focus on implementing data-driven strategies and pioneering marketing methodologies, my objective is to achieve exceptional results and elevate customer satisfaction. Committed to making significant contributions to organizational success while advancing my professional development.

INDUSTRY PROJECT(S)

Organization: Jigsaw Brand Consultants

Topic: Competition Analysis of Professional Hair Care Brands

Summary: The analysis involved studying leading brands and working out the Consumer profile, Brand Anatomy, Personality, the Visual and Verbal language.

Organization: Value Kreation, Nagpur

Designation & Duration: Research Intern (3 months)

Summary: Researched about improving the products, making collaborations and findings newer market opportunities for the company.

Organization: Innovation Solutions & Events, Nagpur

Designation & Duration: Event Coordinator (3 months)

Summary: As an event co-ordinator, managed various private and corporate events and delivered on-time scheduled event with all collaboration of all production & other units.

ACADEMIC PROJECT(S)

Organization: Biggies Burger

Topic: Request for Problem (RFP)

Objective: To conduct in-depth analysis of sales disparities among 16 stores of Biggies Burger in Bangalore to identify the underlying causes and proposed effective solutions to optimize sales performance. (*Project in progress*)

Topic: Help on Prints (HOP) under incubation

Objective: To build the executable startup of printing vending kiosk and student community, developing the business model, and test it for launching. (*Project in progress*)

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Marketing | Innovation & Entrepreneurship & Analytics Minor | Jagdish Sheth School of Management | Class of 2024 | **CGPA of 8.60**

Bachelor of Business Administration | Dr. Ambedkar Institute of Management Studies and Research | 2021 | **CGPA: 9.24**

PAST EDUCATION

Higher Secondary with Commerce | Centre Point School | 2018 | **86.40%**

Secondary School | Centre Point School | 2016 | **CGPA of 8.4**

ACCOMPLISHMENTS & ACTIVITIES

- **Secured 2nd rank** IDEATHON Business Plan Competition in 2022.
- **President-** Student's council during undergraduation.
- **Secured 1st rank** in Ad Making competition during management competition.
- **Awarded with Best Event Manager** during internship in 2020.

THOMAS PROFILE COMPETENCIES

Building & Maintaining Relationships
Analytical Thinking
Drive for Results

TECHNICAL SKILLS & CERTIFICATIONS

SPSS – Beginner

PowerBI - Beginner

Google Advanced Analytics from Google

'Mini MBA' in Entrepreneurship from Value Kreation.

Sales Management from HubSpot

Inbound Sales from HubSpot

INTERESTS & HOBBIES

Cricket
Photography
Travelling

REACH ME AT

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omvsawarkar@gmail.com

LinkedIn Profile

<https://www.linkedin.com/in/om-sawarkar-50038b176/>

Domicile

Nagpur, Maharashtra

LANGUAGE

English, Hindi & Marathi

(Reading, writing, speaking, and listening)

Jagdish Sheth School of Management

(Accredited by AICTE, NBA, and AACSB)

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