



## Aditya Vikram Singh

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

### CAREER OBJECTIVE

To obtain a customer-facing marketing position within the IT, Automotive, or pharmaceutical industry where I can effectively utilize my relationship-building skills & customer-centric thinking to make a meaningful impact and deliver results.

### INDUSTRY PROJECT(S)

**Organization:** 7th Sense Management Consulting & Training Limited

**Designation & Duration:** Intern & Trainee (13 months)

**Summary:** Managing social media, database management, email management, global university data management, training and guiding new interns, conducting interviews for new candidates, and organizing weekly seminars for internal interns and candidates

**Organization:** Hewlett Packard Enterprise - via (Forage)

**Topic:** Presales Virtual Experience Program

**Summary:** Practical simulations and projects to develop sales strategy, customer engagement, and technical expertise. Gained valuable insights into the presales process and honed my ability to effectively communicate complex technical solutions to potential customers.

**Organization:** PepsiCo – via (Forage)

**Topic:** Sales Virtual Experience Program

**Summary:** Practical simulations in sales-related activities and learned effective techniques to build rapport with customers, drive sales, and achieve positive outcomes in a virtual environment.

### ACADEMIC PROJECT(S)

**Organization:** Minature

**Topic:** Request for Problem (RFP) Project on Category Management

**Objective:** Project on Category Identification and Overcoming Brand Recognition Challenges in Herbal Beauty Products. (Project in Progress)

**Topic:** Research Incubation (RI) Project on Pharmaceutical Industry

**Objective:** Identify an Indian Pharmaceutical Company (Glenmark) and discover the key pain point of its sales channel. Based on the pain points, what steps they should take to resolve these pain points? (Project in Progress)

**Organization:** PCR Nursery

**Topic:** Design Thinking

**Summary:** Enhancing shop aesthetics, increasing footfall, and strategic marketing can add value to PCR Nursery's business and improve its performance by 30%.

### PROFESSIONAL QUALIFICATION

**Post Graduate Diploma in Management in Marketing | Analytics Minor |**

Jagdish Sheth School of Management | **Class of 2024 | CGPA of 6.6**

**Bachelor of Business Administration | Techno India | 2021 | CGPA: 7.53**

### PAST EDUCATION

**Higher Secondary with Commerce | St. Thomas' Church School, Howrah | 2018 | 50.5%**

**Secondary School | St. Thomas' Church School, Howrah | 2016 | 65%**

### ACCOMPLISHMENTS & ACTIVITIES

- Presented Research paper on **Social Media Influence & Product Packaging** in IIM Shillong
- Presented Research paper on **Nudge Marketing** in IIM Bangalore.

### THOMAS PROFILE COMPETENCIES

Communication Style  
Building & Maintaining Relationships  
Customer Centric Thinking

### TECHNICAL SKILLS & CERTIFICATIONS

SPSS – Basic  
Tableau - Basic  
Marketing in Digital World from Coursera  
Inbound Marketing from HubSpot

### INTERESTS & HOBBIES

Photography  
Traveling  
Cooking

### REACH ME AT

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**Domicile**  
Kolkata, West Bengal

### LANGUAGE

English & Hindi  
(Reading, Writing, Speaking, & Listening)  
Bengali (Speak)

**Jagdish Sheth School of Management**

(Accredited by AICTE, NBA, and AACSB)

KIADB Industrial Area 8 P & 9 P, Infosys Drive, Electronics City Phase 1, Electronic City, Bengaluru, Karnataka 560100

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