



Akash Mohan

PGDM in Marketing with Analytics Minor - Equipping for MarTech

CAREER OBJECTIVE

Looking for a digital marketing role where I can develop and put my adaptability, problem-solving and interpersonal skills into action and contribute to the organization's growth by applying marketing tools and strategies.

PROFESSIONAL EXPERIENCE

Organization: Sri Chitragupt Medico

Designation & Duration: Sales Consultant (7 Months)

Summary: Proactively identified around 840 new leads and converted 87 of them as clients to fuel customer base, ultimately boosting overall sales.

INDUSTRY PROJECT(S)

Organization: AIM India Private Ltd.

Designation & Duration: Marketing Intern (1 Month)

Summary: Analysed market trends and targeted the right customer segment. I showed a good ability to pick up social media marketing, adaptability skills and marketing techniques such as direct and guerrilla marketing.

Organization: Pegasus Media Solutions Private Limited

Designation & Duration: Intern (2 Months)

Summary: Accomplished compelling sales pitches, successful digital campaigns and exceeded sales targets. Demonstrated good communication skills, punctuality, strong work ethic and adaptability to tech trends.

ACADEMIC PROJECT(S)

Organization: Hyundai India

Topic: Request for Problem (RFP) Project for Hyundai's Entry into the Low-priced EV Market.

Objective: How can Hyundai succeed in the 15 Lacs EV market, considering features, profitability, feasibility, positioning, and product mix? (*Project in Progress*)

Topic: Research Incubation Project in Automotive Industry

Objective: What are the key challenges encountered by EV sellers in India, leading to significantly lower sales compared to internal combustion engine (ICE) vehicles?

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Marketing | Analytics Minor | Jagdish Sheth School of Management, Bengaluru | **Class of 2024** | **CGPA of 7.3**

Bachelor of Commerce | Marwari College, Ranchi | 2021 | **67.7%**

PAST EDUCATION

Higher Secondary with Commerce | P.P.K. College, Bundu | 2018 | **60.17%**

Secondary School | St. Michael's School, Ranchi | 2016 | **CGPA of 9.6**

ACCOMPLISHMENTS & ACTIVITIES

- **Second runner-up** in user-generated content intra-college competition at Jagdish Sheth School of Management (2023)
- **Operation head** for Kanyathon, a charity event to save girl child and contributed towards 8 corporate sales and sponsorship worth 40,000 (2023)
- **PRE-EARLY-BIRD** for sales target achievement at AIM INDIA PVT. LTD. (2022)
- **Co-Author** of Anthropology "The Lightning Flies" (2021)

THOMAS PROFILE COMPETENCIES

Teamwork

Communication Style

Interpersonal Skills

TECHNICAL SKILLS & CERTIFICATIONS

SEO - *Beginner*

Data Visualization and Business

Intelligence (Power BI) from

Edlightened

SQL from Edlightened

Digital Marketing (Google Ads) from

Engage7x

Block Chain from Engage7x

INTERESTS & HOBBIES

Volleyball

Writing

Travelling

REACH ME AT

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LINKEDIN PROFILE

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DOMICILE

Ranchi, Jharkhand

LANGUAGE

English & Hindi

(Reading, Writing, Speaking, and Listening)