



Rishabh Tyagi

PGDM in Marketing with Analytics Minor - Equipping for MarTech

CAREER OBJECTIVE

Looking for an opportunity in a Marketing role in a progressive environment that values learning, innovation, and creativity, I aim to contribute to the company's success through data-driven decision-making, effective communication, problem-solving, and my strong critical thinking abilities.

PROFESSIONAL EXPERIENCE

Organization: PVR Directors Cut, Gurugram

Designation & Duration: Guest Relation Associate (7 months)

Summary: Providing Personalized service to the Patrons. Handling day to day activities like making beverages, handling POS, billing and keeping registers up to date.

INDUSTRY EXPERIENCE

Organization: Regenta LP Vilas by Royal Orchid, Dehradun

Designation & Duration: Intern (6 months)

Summary: I assisted various hotel departments, gained valuable exposure to operations and management. I assisted at the front desk, handled check-in, check-out, and guest inquiries, while also actively engage in housekeeping, restaurant service, sales support, and event coordination.

ACADEMIC PROJECT(S)

Topic: Research Incubation Project on AI Disruptions in the IT Industry

Objective: Conducted research on AI disruption in IT Industry, gaining insights on risks, opportunities, and stakeholder perceptions. *(Project in Progress)*

Organization: JBL (Harman International, a subsidiary of Samsung Electronics)

Topic: Request for Problem (RFP) to Enhance Market Penetration in the Indian Headphones Segment

Objective: Conducted research and user generated content analytics to optimize JBL's growth in India's headphones market by understanding consumer choices, barriers, brand perception. *(Project in Progress)*

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Marketing | Analytics Minor | Jagdish Sheth School of Management, Bengaluru | Class of 2024 | CGPA of 8
Bachelor of Hotel Management | GIHM, Dehradun | 2020 | CGPA of 6.5

PAST EDUCATION

Higher Secondary with Commerce | HSS Public School, Hasanpur | 2016 | 58.7%
Secondary School | Vishwa Bandhu Academy, Gajraula | 2014 | CGPA of 6.6

ACCOMPLISHMENTS & ACTIVITIES

- **Secured 1st rank** in Design Thinking competition in 2023 during Founders Day at JAGSOM (2023)
- **Secured 2ND rand** in User Generated Content Analytics Competition at JAGSOM (2023)
- **Secured 1st rank** in intercollege quiz competition at GIHM, Dehradun (2019).

THOMAS PROFILE COMPETENCIES

Planning & Organization
Resource Optimization
Analytical Thinking

TECHNICAL SKILLS & CERTIFICATIONS

Python - Beginner
Tableau - Intermediate
Canva - Advanced
SEO - Advanced
Word Press - Advanced
SPSS - Advanced
SQL from *Hacker Rank*
Power BI from *Simplilearn*
Content Marketing from *HubSpot*
Google Analytics from *Google Analytics Academy*
Google Ads from *Google Skillshop*

INTERESTS & HOBBIES

Cricket
Reading

REACH ME AT

MOBILE NUMBER

+91 9315990575

Email Id

rishabh.tyagi2224@jagsom.edu.in

rishyt12t@gmail.com

LinkedIn Profile

<https://www.linkedin.com/in/rishabh-tyagi-007/>

Domicile

Hasanpur, Uttar Pradesh

LANGUAGE

English & Hindi

(Reading, writing, speaking, and listening)