



Pradyumna

PGDM in Marketing with Human Resource Minor-Equipping for Sales & Service

CAREER OBJECTIVE

To function in a dynamic customer facing role where I can utilise my zeal for building relationships and resilience in a meaningful way and achieve excellence in a fast-paced growth-oriented organisation.

INDUSTRY PROJECT(S)

Organization: KRG Strategy Consulting Private Limited

Designation & Duration: Marketing and Sales Intern, 2 months (Ongoing)

Summary: My job is to generate leads through connecting to colleges and create unique marketing strategies for business outreach and growth.

Organization: Apollo Rajshree Hospitals Private Limited, Indore, Madhya Pradesh

Designation & Duration: Clinical Pharmacy Intern, (3 months)

Summary: My job was to ensure proper medication operation for patients including performing daily audits for ensuring proper quality of services served.

ACADEMIC PROJECT(S)

Organization: Lenovo

Topic: Request for Problem (RFP)

Objective: A detailed analysis of purchase motivators for Lenovo products and its subscription service model.

Topic: Research Incubation (RI) in IT consulting services.

Objective: Understanding the kith and kin of laptop industry including purchaser's perception, product diversity and the vast distribution channels. Finding the pain points for Lenovo and producing recommendations.

Topic: Integrated Marketing Communication Project

Outcome: Created a new product idea of herbal cigarettes and developed the complete marketing communications for it. The project involved developing the 6M plan, creating advertisement for the product and designing the campaign for it.

PROFESSIONAL QUALIFICATION(S)

Post Graduate Diploma in Management in Marketing | Human Resource Minor | Jagdish Sheth School of Management | Class of 2024 | CGPA: 7.8

Bachelor of Pharmacy | Swami Vivekanand College of Pharmacy, Indore | 2018-22

PAST EDUCATION

Higher Secondary with Science | St. Karen's High School, Patna | 2017 | 66.7%

Secondary School | St. Karen's Secondary School, Patna | 2015 | CGPA: 8.6

ACCOMPLISHMENTS & ACTIVITIES

- **Winner** of the "Ace of Ads" inter college competition at AURA 2022 organised by IFIM College.
- **1st runner up** in "Uncover the Flaws" competition organised by Innovation and Incubation Committee on February, 2023 at JAGSOM.
- **Secured 2nd position** in "Pitch the Product" competition organised by Sales and Services Committee at JAGSOM.

THOMAS PROFILE COMPETENCIES

Building and maintaining relationships
Negotiation skills
Resilience

TECHNICAL SKILLS & CERTIFICATIONS

SPSS- Beginner

Data Visualisation and Business

Intelligence- EdLightened

Marketing Mix Implementation

Capstone- Coursera

How to Innovate with the Strategy

Canvas for Competitiveness from

Coursera

Content Marketing from HubSpot

Academy

INTERESTS & HOBBIES

Writing Poetry

Listening Songs

Travelling

REACH ME AT

MOBILE NUMBER

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[umna-186a37183](https://www.linkedin.com/in/pradyumna-186a37183)

Domicile

Patna, Bihar

LANGUAGE

English, Hindi

(Reading, writing, speaking and listening)

Maithili

(Speaking and listening)