Abhinav Sinha
PGDM in Marketing with Analytics Minor - Equipping for MarTech

THOMAS PROFILE COMPETENCIES

Teamwork
Planning & Organization
Analytical Thinking

TECHNICAL SKILLS & CERTIFICATIONS

Fundamentals of Digital Marketing from *Google (Coursera)*
Tableau from *Havish M Consulting*
Google Advanced Analytics from *Google Analytics Academy*

INTERESTS & HOBBIES

Cricket
Travelling

REACH ME AT

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Domicile
Patna, Bihar

LANGUAGE

English & Hindi
(Reading, writing, speaking and listening)

CAREER OBJECTIVE

Seeking a marketing role in an organization where I can drive growth and profitability by developing and executing effective marketing strategies, digital & traditional marketing campaigns by leveraging data driven insights.

INDUSTRY PROJECT(S)

Organization: Accenture *(via Forage)*
Topic: Data Analytics and Visualization Virtual Experience
Summary: Analyzing & Modelling Social Buzz data to create data visualization and gather important business insights from the data. Creating a power point presentation & presenting the insights acquired from the data to the clients.

ACADEMIC PROJECT(S)

Organization: Innover Digital
Topic: Research for Problem (RFP) in Marketing Strategy & Digital Marketing Channels
Objective: Created Marketing Strategies to drive early adopters for a newly launched B2B SAAS Product. Targeting specific Digital Marketing channels to reach the target customers. *(Project in Progress)*

Topic: Social Media Marketing
Outcome: Devised a Digital Media Plan to promote interest & engagement with a content aggregation strategy. Created Social Media Campaign Goals, Metrics & Calendar for a newly launched hypothetical brand.

Topic: Brand Management
Outcome: Developing a comprehensive brand plan, including brand attributes such as logo, tagline, advertisements, brand positioning and customer persona.

Topic: User Generated Content Analytics
Outcome: Collected data available on platforms like Reddit & Quora through Text Scraping. Did Lift Analysis & MDS with Topic Modelling & Sentiment Analysis to understand the relationship between the data.

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Marketing | **Analytics** Minor | Jagdish Sheth School of Management |**Class of 2024 | CGPA of 7.5**
Bachelor of Business Administration |AMC City College | 2020 |CGPA of 8.3

PAST EDUCATION

Higher Secondary with Science | Adarsh Vikas Vidyalaya, Patna | 2017 | **60.2%**

Secondary School |D.A.V Public School, Patna | 2015 |**CGPA of 9.2**

ACCOMPLISHMENTS & ACTIVITIES

- *Volunteered* for Kanyathon, a charity event to save girl child and contributed towards corporate sale and sponsorship of Rs 24000.
- *Team Leader* at National Service Scheme, Ministry of Sports & Youth Affairs during my graduation.
- *2nd topper* in BBA during my Undergraduate.