



Abhinav Mishra

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

CAREER OBJECTIVE

A passionate Sales & Service student seeking a challenging role in the world of sales & service where I can leverage my strong communication, relationship building, planning, and organizing skills, and analytical thinking for developing innovative sales strategies for consistently achieving revenue goals while ensuring exceptional customer satisfaction.

ACADEMIC PROJECT(S)

Organisation: Hyundai Motor India

Topic: Request for problem proposal to Hyundai

Objective: To enhance the *shopper experience for women* buyers at Hyundai dealerships. (Project in progress)

Topic: New product concept and its branding- *Cultura*

Objective: To come up with a new product/service concept, identify the consumer pain point, build target consumer portrait, brand anatomy, brand sensorial, brand name, logo, tagline, advertisement film and develop an executional plan.

Organisation: Truffles, Koramangala, Bengaluru

Topic: Transformation based on *Design Thinking*

Outcome: Design Thinking project undertaken for transformation of Truffles with the objective of reducing number of walkaway customers by 20%, reducing waiting time by x/4, encouraging customers to order 30% more takeaways, and optimizing the dining space. The problems were primarily addressed by applying *Lean Management* techniques.

PROFESSIONAL QUALIFICATION(S)

Post Graduate Diploma in Management in Marketing | Analytics Minor | Jagdish Sheth School of Management | Class of 2024 | CGPA of 7.4

Bachelor of Business Administration | University of Lucknow | 2020 | 59.59%

PAST EDUCATION

Higher Secondary with Commerce | Delhi Public School | 2017 | 78.8%

Secondary School | Delhi Public School | 2014 | CGPA of 7.6

ACCOMPLISHMENTS & ACTIVITIES

- **Finalist** for Innovation Day 2023, a Design Thinking Competition.
- **Volunteered** as a Marketing & Sales Associate for Kanyathon 2023, biggest student driven charity marathon in Bengaluru.
- **Secured 1st rank** in Falcon Season- 2 in 2014, a national art and culture competition.
- **Finalist** for Battle of Bands- Varchasva, IIM Lucknow in 2015.
- **Secured 1st rank** in Delhi Public School Interschool Instrumental Competition in 2013.

THOMAS PROFILE COMPETENCIES

Communication Style
Planning & Organising
Building and Maintaining Relationships
Handling Criticism and Conflict

TECHNICAL SKILLS & CERTIFICATIONS

Tableau - Intermediate
SPSS - Beginner
Lean Management from Six Sigma Academy, Amsterdam
The Fundamentals of Digital Marketing from Google
Leadership: Practical Leadership Skills from Chris Croft, Udemy
Marketing Mix Fundamentals from IE University, Coursera

INTERESTS & HOBBIES

Guitar and Singing
Horology
Motorsports

REACH ME AT

MOBILE NUMBER

+91 9044360655

Email Id

abhinav.mishra2224@jagsom.edu.in

abhimish1197@gmail.com

LinkedIn Profile

<https://www.linkedin.com/in/abhinav-mishra-643a3523a/>

Domicile

Lucknow, Uttar Pradesh

LANGUAGE

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