



## THOMAS PROFILE COMPETENCIES

Planning & Organizing  
Strategic Thinking  
Analytical Thinking

## TECHNICAL SKILLS & CERTIFICATIONS

SPSS - Beginner  
Fundamentals of Digital Marketing  
from Google  
Cost and Management Accounting  
(Foundation level Certification)  
from ICMAI  
Marketing Mix Implementation  
Capstone Certification from  
Coursera  
Innovation with Strategy Canvas for  
Competitiveness from Coursera

## INTERESTS & HOBBIES

Automotive Exploration  
Travelling

## REACH ME AT

Mobile Number  
+91 9962150599  
Email Id  
[arunkumar.vr2224@jagsom.edu.in](mailto:arunkumar.vr2224@jagsom.edu.in)  
[arunkumarvr201222000@gmail.com](mailto:arunkumarvr201222000@gmail.com)  
LinkedIn Profile  
<https://www.linkedin.com/in/arun-kumar-v-r-2a7aa51aa>  
Domicile  
Chennai, Tamil Nadu

## LANGUAGE

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

## Arun Kumar V R

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

## CAREER OBJECTIVE

I am actively seeking for an engaging B2B front-end sales role, prioritizing relationship cultivation, understanding customer needs, and delivering tailored solutions. With strong communication and analytical abilities, my goal is to exceed customer expectations, build lasting partnerships, and effectively communicate the organization's value proposition.

## INDUSTRY PROJECT(S)

**Organization:** EduBenchers (Remote Internship)  
**Designation & Duration:** Business Development Intern (1 month)  
**Summary:** As a Business Development Intern at EduBenchers, I excelled in lead generation, resulting in a good lead-to-sale conversion rate.

**Organization:** IFORTIS Worldwide (Remote Internship)  
**Designation & Duration:** Marketing Intern for (1 month)  
**Summary:** As a Marketing Intern at IFORTIS, I successfully created a comprehensive marketing strategy for AAVTR Asia, a subsidiary online retail venture. It resulted in facilitating the company in taking informed decisions.

**Organization:** Zengrub (Remote Internship)  
**Designation & Duration:** Lead Generation Intern (2 months)  
**Summary:** Executed a comprehensive lead generation strategy, targeting diverse regions across India, resulting in the generation of high-quality leads as a successful intern at Zengrub.

## ACADEMIC PROJECT(S)

**Organization:** Innover Digital  
**Topic:** Request for Problem (RFP)  
**Objective:** How can we effectively create Sales Strategies that will help in communicating in today's value, address customer pain points, identify ideal channels, and curate a high-conversion potential list of the top 100 prospects? (*Project in progress*)

**Topic:** Research Incubation Project in IT/ITES sector, focussed towards SaaS industry  
**Objective:** How can Zoho improve its revenue generation from the substantial customer base in India by addressing the low share of wallet? (*Project in progress*)

**Topic:** Inventory management Automation using Open as App platform  
**Outcome:** Developed an Excel solution and a mobile application to solve inventory management challenges for Blinkit-associated Dark Stores.

## 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 Commerce | DDGD Vaishnav College | 2021 | CGPA of 7.8**

## PAST EDUCATION

**Higher Secondary with Commerce | Swamy's School | 2018 | 87.75%**  
**Secondary School | Swamy's School | 2016 | 84%**

## ACCOMPLISHMENTS & ACTIVITIES

**Committee Coordinator** for Sales & Service Committee, Jagdish Sheth School of Management.