



## Sanskar Jha

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

### CAREER OBJECTIVE

Looking forward to working as a Customer Success Manager where I can put my strong leadership abilities, ability to forge and enhance connections, and data-driven thinking to use in developing and executing strategic account plans that will boost sales and market expansion.

### THOMAS PROFILE COMPETENCIES

Communication skills  
Interpersonal skills  
Influencing skills

### TECHNICAL SKILLS & CERTIFICATIONS

SPSS- Beginner  
Content Marketing from HubSpot  
LinkedIn Marketing from HubSpot  
Strategy Canvas for Competitiveness from Coursera

### INTERESTS & HOBBIES

Travelling  
Stand up-comedy

### REACH ME AT

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Domicile  
Gwalior, Madhya Pradesh

### LANGUAGE

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

### ACADEMIC PROJECT(S)

**Organization:** Biggies Burger  
**Topic:** Request for Problem (RFP)  
**Objective:** Sales Disparity Analysis & Optimization. Understanding the reason for non-uniformity of sales in different outlets of Biggies Burger in Bangalore. *(Project in Progress)*

**Topic:** Research Incubation (RI) in Information Technology Industry  
**Objective:** Enhancing market position and sales by educating customers, establishing a trusted and simple brand identity, and fostering collaborating partnerships with Airlines & OTA's competitive advantage. *(Project in Progress)*

**Organization:** Bagrry's India Limited  
**Topic:** Sales and Distribution Management Project - Bagrry's India Limited  
**Outcome:** Analysed the sales of Bagrry's company and understanding of its Sales Channel management.

**Topic:** Integrated Marketing Communication Project  
**Outcome:** Created a new product idea- Nail Paint Maker Machine and developed the marketing communications for it. The project involved developing the branding communications plan, strategy and creatives across media and touchpoints.

### PROFESSIONAL QUALIFICATION

**Post Graduate Diploma in Management in Marketing** | Analytics Minor | Jagdish Sheth School of Management, Bengaluru | Class of 2024 | **CGPA of 6.8**  
**Bachelor of Business Administration** | Prestige Institute of Management & Research | 2022 | **CGPA: 7.8**

### PAST EDUCATION

**Higher Secondary with Commerce** | St Paul's School, Gwalior | 2019 | **66.7%**  
**Secondary School** | St Paul's School, Gwalior | 2017 | **78%**

### ACCOMPLISHMENTS & ACTIVITIES

- **Leader** of the venue and stage department in the event 'Manthan' in college, 2020.
- **Won** a divisional trophy for Madhya Pradesh in Cricket, 2017.