



JATIN BATRA

PGDM in Marketing with Human Resources Minor - Equipping for Sales and Service

CAREER OBJECTIVE

Being a proactive individual with strong communication skills, I see myself playing a customer-facing role in the sales and services domain. This aligns with my understanding and interest in the importance of delivering value, and a satisfied customer. My objective is to obtain a challenging role, where I can leverage my skills and knowledge gained during PGDM and earlier experience.

INDUSTRY PROJECTS

Organization: Visa2fly (Gurugram, Haryana) for 2 months

Topic: Business Development Manager

Outcome: Was responsible for approaching new clients. I drafted more than 70 Cover letters and Itineraries. Client satisfaction and, B2B & B2C business were my key learnings from this start-up environment.

Organization: BYJU's for 1 month

Topic: Strategy to maximize revenue efficiency of the newly merged Aakash-BYJU's Entity - Project Intern

Outcome: Was assigned to find strategic locations post-COVID across India for expansion. Conducted secondary quantitative research and successfully found 7 potential locations which had been accepted for future projects.

ACADEMIC PROJECTS

Organization: Biggies Burger, Bengaluru

Title: Request for Problem (RFP) – Sales Disparity Analysis & Optimization

Objective: Conducted in-depth study on consumer behavior and understood franchise operated businesses. The objective is to leverage these insights to enhance Biggies Burger's overall performance, optimize customer experiences, and drive greater business success. *(project in progress)*

Organization: Visa2fly, Gurugram

Title: Research Incubation (RI) – Enhancing Visa2fly's Competitive Advantage and Brand Distinction

Objective: We aim to differentiate Visa2fly from competitors by emphasizing its strong brand identity centered around Trust and Simplicity, resulting in increased customer appeal and loyalty. *(project in progress)*

Organization: Sapna Book House

Title: Business Model Optimization and Innovation

Outcome: Created a comprehensive business plan and prototype for Sapna, realigning the company's positioning to better reflect its mission and core values. Understood consumer behavior and proposed idea with team to drive business growth.

PROFESSIONAL QUALIFICATION & EDUCATION

Post Graduate Diploma in Management in Marketing | Human Resources Minor | Jagdish Sheth School of Management | Class of 2024 | CGPA: 7.3

BBA | Sushant University, Gurgaon | 2020 | CGPA: 8.0

ACCOMPLISHMENTS & ACTIVITIES

- **Case Study Ivey Publication** – Laurz & Bridz: Sales Targets and Antiviral Drug Launch.
- **1st Position** in PRESS-ure Conference Event (July 2023) at JAGSoM.
- **2nd Position** in SSB Creative Marketing 2020.

Jagdish Sheth School of Management
(Accredited by AICTE, NBA, and AACSB)

THOMAS PROFILE COMPETENCIES

Communication Style
Analytical Thinking
Handling Criticism and Conflict

TECHNICAL SKILLS & CERTIFICATIONS

MS Excel – Intermediate
Social Media Marketing - Meta
Google's Online SEO Course
Marketing Mix Fundamentals – IE Business School
Implementation Capstone – IE Business School

INTERESTS & HOBBIES

Reading
Football
Movies

REACH ME AT

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LinkedIn Profile

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Domicile

New Delhi

LANGUAGE

English, Hindi

(Reading, writing, speaking, and listening)