



## Atin Khajuria

*PGDM in Marketing with Analytics Minor - Equipping for Sales and Services*

### CAREER OBJECTIVE

Seeking a challenging role in an organization to utilize my analytical, organizational, and interpersonal skills, to engage with the sales team, drive revenue growth and contribute to the organizational success by providing effective solutions to customers.

### INDUSTRY PROJECT(S)

**Organization:** Metro Cash and Carry, Ghaziabad.

**Designation/Duration:** Management Trainee (49days)

**Summary:** Handled 100+ SKU's, worked across multiple departments like sales, floor management, inventory management, supply chain and operations, gained first-hand knowledge of purchasing and selling in the wholesale retail industry. Learned more about how a wholesale retail store operates and manages its supply chain.

**Organization:** Cold Brew Tech Pvt. Ltd., Bengaluru.

**Designation/Duration:** Campus Ambassador (1 Month)

**Summary:** Learned how to generate social media leads, approach them with the right pitch, segment, target potential leads, and convert them. Exceeded expectations by achieving 20 (200%) conversions against target of 10 conversations.

### ACADEMIC PROJECT(S)

**Organization:** Hyundai Motors India Ltd.

**Topic:** Request for Proposal (RFP)

**Objective:** How to improve the shopper experience for female buyers in the Hyundai dealerships? *(Project in progress)*

**Topic:** Research Incubation Project in E-commerce Industry.

**Objective:** How can Ajio reduce its bounce rate of 53.19% and improve user engagement? *(Project in progress)*

**Topic:** Design Thinking Project- Rapido

**Outcome:** We developed a workable solution for the high incidence of ride cancellations and the lack of availability of rides in remote places using the Design Thinking framework.

### PROFESSIONAL QUALIFICATION

**Post Graduate Diploma in Management in Marketing** | Analytics Minor | Jagdish Sheth School of Management | Class of 2024 | **CGPA: 7.8**

**Bachelor of Business Administration** | IMS, Ghaziabad | Class of 2022 | **70.9%**

### PAST EDUCATION

**Higher Secondary with Science** | Delhi Public School, Kathua | 2017 | **70.6%**

**Secondary School** | Delhi Public School, Kathua | 2015 | **83.4%**

### ACCOMPLISHMENTS & ACTIVITIES

- **Secured 2<sup>nd</sup> rank** in the Design Thinking Project in 2023.
- **Secured 2<sup>nd</sup> rank** in Pressure Conference organized by PR media committee in 2023.
- **Team Captain** of the football team of my college.
- **Secured 1<sup>st</sup> rank** in Inter college football in 2020 held at Bareilly.
- **Secured 4<sup>th</sup> Rank** in National Speedball Championship in 2012 held at Palampur.

### THOMAS PROFILE COMPETENCIES

**Interpersonal Skills**  
**Motivating and Supporting**  
**Building & Maintaining**  
**Relationships**

### TECHNICAL SKILLS & CERTIFICATIONS

**SPSS – Beginner**  
**Tableau – Beginner**  
**Python – Beginner**  
**Power BI – Beginner**  
**MS Office – Intermediate**  
**Inbound Sales** from HubSpot  
**Sales Enablement** from HubSpot  
**Content Marketing** from HubSpot  
**Customer Relationship**  
**Management** from IIM(B)

### INTERESTS & HOBBIES

**Football**  
**Cycling**

### REACH ME AT

#### MOBILE NUMBER

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#### Domicile

Jammu, Jammu & Kashmir

### LANGUAGE

#### English, Hindi

(Reading, writing, speaking, and listening)

#### Punjabi, Dogri

(Speaking and listening)