



Abhinav Raghuvanshi

PGDM in Marketing with Analytics Minor - Equipping for MarTech

CAREER OBJECTIVE

Seeking a dynamic marketing role that leverages my expertise in data-driven strategies, innovative campaign execution, and persuasive communication to drive significant results and make meaningful contributions to the organization's growth and prosperity.

INDUSTRY PROJECT

Organization: SheltOwn (New Delhi)

Designation and Duration: Cross-Organizational Finance Intern (1month)

Summary: During my internship at SheltOwn, I gained valuable insights into the company's financial operations and provided support in optimizing financial management practices.

ACADEMIC PROJECT(S)

Organization: Minature

Topic: Request for Problem Project (RFP) on Minature

Objective: Conducted extensive research in the D2C e-commerce sector to enable Minature Herbals to strengthen its brand image, optimize its online presence, and leverage digital marketing channels, positioning it for success and customer engagement in the competitive market. *(Project in Progress)*

Topic: Research Incubation Project in E-commerce industry

Objective: Conducted a D2C market analysis in revealing the current trends, challenges, and opportunities in the direct-to-consumer industry. I also examined consumer preferences, competitive landscape, and market growth potential to provide valuable insights for businesses and researchers. This analysis sheds light on how D2C companies can better position themselves and optimize their strategies for success. *(Project in Progress)*

Topic: Proficiency in Business Tools project in Vignesh Snack Point

Outcome: Created an inventory tracking model with transaction to dashboard using MS Excel and developed an app with Openasapp which helped them to manage inventory in more effective manner.

PROFESSIONAL QUALIFICATIONS

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

Bachelor of Commerce (Hons) | Shri Ramswaroop Memorial University, Lucknow | **2022 | CGPA of 8.31**

PAST EDUCATION

Higher Secondary with Commerce | Guru Nanak English School, Varanasi | 2019 | **74% Secondary School** | Guru Nanak English School, Varanasi | 2017 | **CGPA of 8.4**

ACCOMPLISHMENTS & ACTIVITIES

- **Secured 1st rank** in Intra-college PGDM Institutional debate conducted at JAGSoM (2023).
- **Conducted 2 successful** quizzes and **1 mega event** in Sales and Service Committee (2022).
- **Secured 3rd Rank** in academics in college during Under graduation (2019-2022).
- **Secured 1st Position** in inter-department volleyball match conducted by Shri Ramswaroop Memorial University (2021).
- **Received Letter of Appreciation** from Under graduation university for conducting various seminars and webinars (2022)

THOMAS PROFILE COMPETENCIES

Analytical Thinking
Communication Style
Planning and Organising

TECHNICAL SKILLS & CERTIFICATIONS

Microsoft Excel - Intermediate

SPSS- Intermediate

Fundamentals of digital marketing from Google Garage

Google Ads Apps Certification from Google

INTERESTS & HOBBIES

Playing Cricket and Volleyball
Travelling
Photography
Automobile Enthusiast

REACH ME AT

MOBILE NUMBER

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LinkedIn Profile

<https://www.linkedin.com/in/abhinav-raghuvanshi>

Domicile

Varanasi, Uttar Pradesh

LANGUAGE

English & Hindi

(Reading, writing, speaking, and listening)