



# Abhinav Kumar

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



## CAREER OBJECTIVE

Dedicated marketing & sales professional with a keen eye for market trends and competitor analysis, aiming to leverage my experience to create strategic marketing campaigns that drive customer engagement and revenue growth.

## INDUSTRY PROJECT(S)

**Organization:** Imeetify

**Designation & Duration:** Product Marketing ( 3Months)

**Summary:** Developed and executed marketing campaigns that resulted in the acquisition of 100 new customers, with a focus on identifying and targeting new customer segments. Analyzed market trends and competitor pricing to identify new opportunities, and worked closely with the sales team to provide them with insights and support.

**Organization:** UNC MART

**Designation & Duration:** Digital Marketing Intern (3 Months)

**Summary:** Identified and pursued potential clients, resulting in a 20% increase in customer base within the 3-month internship period. Skilfully negotiated with clients, leading to the successful closure of 15 deals with new customers.

**Organization:** Nectar Infotel

**Designation & Duration:** Sales & Marketing Intern (3 Months)

**Summary:** Generated leads for GITEX Event, resulting in 50+ potential customer contacts and Crucially contributed to a remarkable 30% surge in monthly sales, supporting the sales team.

## ACADEMIC PROJECT(S)

**Organization:** Teamoure Natural Beverages

**Topic:** Request for Problem (RFP) on Crafting a Comprehensive Digital Marketing Strategy

**Objective:** Effectively conduct a competitive analysis and devise a comprehensive digital marketing strategy to enhance Teamoure Natural Beverages' brand visibility, reach a wider target audience, and gain a competitive edge in the market. *(Project In Progress)*

**Topic:** Research Incubation (RI) Project in the Advertising and Media Industry

**Objective:** Optimize platform engagement through strategic digital content for increased viewership and user retention. *(Project in progress)*

## PROFESSIONAL QUALIFICATIONS

**Post Graduate Diploma in Management in Marketing | Analytics Minor |**

Jagdish Sheth School of Management | **Class of 2024 | CGPA of 7.1**

**Bachelor of Business Administration | MIT WPU PUNE | 2021 | CGPA of 9.2**

## PAST EDUCATION

**Higher Secondary with Science | D.A.V Public School | 2018 | 60.2%**

**Secondary School | D.A.V Public School | 2016 | CGPA of 8.2**

## ACCOMPLISHMENTS & ACTIVITIES

- **Secured a Gold medal** in Badminton at the district level.
- **Secured 1<sup>st</sup> rank** in Business simulation based on a case study in the year 2019

## THOMAS PROFILE COMPETENCIES

**Planning & Organization**

**Interpersonal Skills**

**Analytical Thinking**

## TECHNICAL SKILLS &

## CERTIFICATIONS

**Sales and CRM Overview** from Coursera

**Lead Management in Salesforce** from Coursera

**B2B Sales** from LinkedIn

**Digital Marketing** from Internshala

## INTERESTS & HOBBIES

**Stock Trading**

**Travelling**

## REACH ME AT

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**LinkedIn Profile**

<https://www.linkedin.com/in/abhinav-kumar-676513193>

**Domicile**

Samastipur, Bihar

## LANGUAGE

**English & Hindi**

(Reading, Writing, Speaking, and Listening)

**Jagdish Sheth School of Management**

(Accredited by AICTE, NBA, and AACSB)

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