



Saurav Kumar Singh

PGDM in Marketing with Analytics Minor - Equipping for MarTech

CAREER OBJECTIVE

Looking for a Digital Marketing role in a prestigious firm where I can utilize my knowledge of digital marketing strategies and leverage my analytical skills and creative abilities to boost brand recognition and encourage engagement that will improve the organization's reputation and push growth and profitability.

INDUSTRY PROJECT

Organization: Tech Analogy

Designation and Duration: Sales and Marketing Operations (2 months)

Summary: I assisted the sales team by engaging in lead-generation initiatives and facilitating the successful closure of deals. Additionally, I diligently conducted follow-up procedures to ensure the utmost customer satisfaction.

Organization: Laxmi Textile

Designation and Duration: Social Media Marketing (2 months)

Summary: Worked to Advertise the company and to get engage with the target audience to market the Company.

ACADEMIC PROJECT(S)

Organization: Terra Luna India

Topic: Request for Proposal (RFP) project to accelerate the online presence.

Objective: Analyzed competitors and position the brand within the initial consideration set to ensure impactful market presence. *(Project in Progress)*

Topic: Research Incubation Project in Automotive Industry

Objective: I Performed comprehensive research on Ola's EV customers, analyzing post-purchase satisfaction and feedback. Based on data-driven insights, I provided actionable recommendations to improve the overall post-purchase experience. *(Project in Progress)*

Organization: Banaras Hindu University

Subject: Travel and Tourism Project.

Outcome: Prepared an Itinerary for Mussoorie and Shimla for Travel and Tourism Project.

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Marketing | Analytics Minor | Jagdish Sheth School of Management, Bengaluru | **Class of 2024 | CGPA of 7.1**

Bachelor of Commerce | Harish Chandra Post Graduate College, Varanasi | 2021 | **61%**

Diploma in Travel and Tourism Management | Banaras Hindu University, Varanasi | 2020 | **CGPA of 6.8**

Certificate in Travel and Tourism Management | Banaras Hindu University, Varanasi | 2019 | **CGPA of 7.4**

PAST EDUCATION

Higher Secondary with Science | Maasharde Intermediate College, Prayagraj | 2018 | **Percentage 58%**

Secondary School | St. Francis School, Varanasi | 2015 | **Percentage 54%**

ACCOMPLISHMENTS & ACTIVITIES

- **Member** of PEP & Sports Committee (2022-2024)
- **Secured 1st position** in Basketball at State Level (2017)
- **Sports Captain** in School (2015-2017)
- **Represented** my school at the zonal level for Basketball and Football (2015-2017)
- **Silver Medal** in an Inter-house Basketball Tournament (2016)

THOMAS PROFILE COMPETENCIES

Communication Style

Building & Maintaining Relationships.

Drive for Results.

TECHNICAL SKILLS & CERTIFICATIONS

MS Excel- Intermediate

Google AdWords -Beginner

Digital Marketing from Google

Inbound Marketing from HubSpot Academy

Affiliate Marketing from Udemy

Google Ads Apps Certification from Google

Six Sigma Yellow Belt from Udemy

INTERESTS & HOBBIES

Cooking

Basketball

Cricket

Traveling

REACH ME AT

MOBILE NUMBER

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sauravks1212@gmail.com

LinkedIn Profile

<https://www.linkedin.com/in/saurav-singh-7317201b2/>

Domicile

Varanasi, Uttar Pradesh

LANGUAGE

English & Hindi

(Reading, writing, Speaking, and Listening)